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A National Newspaper for Every Branch of the Industry

Automotive Daily News

CARS · SHOP EQUIPMENT · TRUCKS · MACHINERY · PARTS · ACCESSORIES · TOOLS

First Copy

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Back Orders for Cars Pile Up In Youngstown Section With All Brackets Showing Gain

About 75 Per cent. of Dealers Reported on Cash Basis With Used Car Sales Almost Entirely for Cash; June Outlook Good

Youngstown, O., May 23.—Twenty-two automobile dealers and distributors here have more than 350 automobiles on "back orders," and their estimates are that back orders figured on the present ratio of sales will pass 400 cars by June 1.

A recent canvass of local automobile dealers showed 219 "back orders." This represented cars sold in Youngstown and the distributors' territory, spreading over surrounding counties in eastern Ohio and western Pennsylvania. The 350, or an increase of 131 cars in a week, are also needed for the same territory.

The preponderance of buying is in the lower price bracket. One distributor reports 126 cars on "back order"; another 107. And the surge of new business in the highest price bracket is also being felt, dealers in this latter class reporting from two to five cars each. Delay here is caused by demand for special upholstery, color combinations and the fact that such manufacturers are largely building as orders are received.

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NEW MOTOR LEVIES PASS COMMITTEE

New York, May 23.—Users of motor transportation are about to suffer further discriminatory taxation under the law just adopted by the Ways and Means Committee of the House, according to a bulletin sent members by the National Automobile Chamber of Commerce today. The bulletin is as follows:

Highway users will be subjected to further discrimination under the taxation program adopted yesterday by the House Ways and Means Committee.

Despite the vigorous protests made last week by a long list of witnesses representing farm, motor and industrial organizations, the committee by a vote of 13 to 9 agreed to recommend: (a) three-quarters of a cent gasoline tax increase, (b) an increase in normal income taxes from 4 per cent. to 6 per cent., nad from 8 per cent. to 10 per cent.; and (c) disallow exemptions on corporation dividends as a means of financing the administration's $3,300,000,000 public works plan.

Recommendations of the committee will be reported to the House. Early action is expected.

Besides chamber representatives, those who appeared before the Ways and Means Committee last week in opposition to the gas tax were: Fayette Dow, appearing on behalf of the several petroleum associations; Charles Stillman, Rubber Manufacturers Association; Fred Brenckman, National Grange; A. M. Loomis, National Dairy Union; Chester Gray, American Farm Bureau Federation; Harvey Cobb, American Motorists Association; Walter Guy, National Automobile Dealers Association, and Theodore Pratt, Motor Truck Association

It is understood that the House Roads Committee will sponsor amendments to the public works bill designed to insure full governmental control and supervision of the expenditures for highways which are a part of the administration's re-employment program.

SALES BY DEALER TO GOVERNMENT AGENCIES TAX FREE IN NEW LAW

New York, May 23.—The National Automobile Chamber of Commerce today issued a bulletin to its members calling their attention to the fact that under the terms of the revenue act now before Congress, sales to dealers for ultimate sale to government agencies are tax free. The bulletin is as follows:

Sales to dealers for further sale to a state or political subdivision thereof are tax free, under an amendment to the revenue act contained in the act extending the gasoline tax for one year, and now in the final stages of legislation.

The language as approved by the House and Senate is as follows:

Section 4. (a) Effective fifteen days after the date of the enactment of this act, section 620 of the revenue act of 1932, is amended to read as follows:

"Sec. 620—Tax-Free Sales

"Under regulations prescribed by the commissioner with the approval of the secretary, no tax under this title shall be imposed with respect to the sale of any article:

"1. For use by the vendee as a

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STOCK CARS COMPRISE HALF OF THE ENTRIES AT INDIANAPOLIS

Indianapolis, Ind., May 23.—Three distinct groups of motor cars stand out among the contestants in the 500-mile race here next Tuesday with the so-called stock cars holding a great deal of attention.

In the stock division, numbering nearly half of the entire entry list, there are many creations that are considered capable of giving the high speed specials a stiff run for their money. Twenty-seven of the sixty-odd cars nominated for the grind are powered by stock or semi-stock engines.

The other two groups include fourteen cars with four-cylinder engines, mainly Miller-built, and the usual variety of Miller and Duesenberg straight eights, plus two sixteens of the special class.

Several of the fours have already displayed unusual speed, one of them lapping the track at 120 miles an hour—a new record for two-man cars. This year their chances are enhanced by the switch of several of the best drivers in the business to the four-cylinder ranks. Among these are Deacon Litz, Lou Moore, Shorty Cantlon, Ernie Triplett, Lester Spangler, Wilbur Shaw and Babe Stapp, all of whom rank high in Speedway caliber.

Much speculation, however, centers about the eventual outcome,

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Car Makers Look to National Recovery Bill to Aid Industry

Agreed in Detroit That Objective of Measure Will Increase Employment; Functions and Powers of N.A.C.C. Will Be Big Factor Under New Law

New York, May 23.—While few of the manufacturers are willing to be quoted definitely at this time, it is quite evident that leaders in the motor industry expect some benefits to come from the National Industry Recovery Bill now pending at Washington.

It is generally agreed that this measure has for its principal objective that of increasing employment, with the further recognition that there is a general desire to be relieved from the penalties of the anti-trust laws which comes more from those offering commodities than from manufacturers of products, like motor cars, having a pronounced style element.

The real question seems to be whether or not benefits gained by the industry from operation under such a measure by the National Automobile Chamber of Commerce would be ofiset by the effect of closer governmental supervision.

Although, comparatively speaking, the automobile business is not afflicted with internal ills, in proportion or in kind like those which harass many another industry, it must be admitted that it has some problems the solution of which is greatly to be desired. Perhaps the trade agreement route provided in the recovery plan will be the way.

When interviewed, motor officials pointed out that practically all of the activities which would be permitted under this bill can now be done by the members in the National Automobile Chamber of Commerce—in fact, many of them are being done.

Probably no other trade association in the country is so closely knit as the N. A. C. C., or provides its members with so much accurate

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FORD TO INCREASE EMPLOYMENT AT PLANT IN DETROIT

Detroit, May 23.—Henry Ford announced a program today which will steadily increase employment and production in Ford Motor Company factories here during the summer months.

At present, he said, 35,000 workmen are employed in the Detroit manufacturing units and the factories have reached a production figure of 2,500 units a day.

Other officials of the Ford company denied reports current for some time that activities at the Rouge River plant would be transferred to the old Ford plant in Highland Park and that other steel companies would take over Ford's steel mills at the Rouge.

Mr. Ford declared today that "things are looking better today than they have since the 1929 market crash, but no easy times are in sight for any one yet.

"We are all feeling better for three reasons," Mr. Ford said. "first, because it is spring; second, because President Roosevelt is working away and actually accomplishing things; third, because there has been a substantial increase in employment."

THERMOID BOOSTS PAY 20%; OUTPUT GAINS

Trenton, N. J., May 23.—It is revealed that the Thermoid Company, which operates three large factories here, has swung into day-and-night shifts and increased its pay roll 20 per cent. as a result of the sharp upturn in business.

The Woven Steel Hose Company, one of three Thermoid plants, is working twenty-four hours a day, six days a week. Another subsidiary, the Thermoid Rubber Company, is operating twenty-four-hour day and night shifts in the rubber hose and other departments. The Stokes Asbestos Company, third of the Thermoid group, is working on a full-day schedule.

Robert J. Stokes, president of Thermoid, said that the upturn has been very pronounced in the past forty-five days.

In addition to the Trenton plants the Thermoid Company operates a factory in Charlotte, N. C.

BUTLER MOTORS ADDS ELEVEN NEW DEALERS

Chicago, May 23.—Butler Motors, Inc., Hudson-Essex distributors, have been strengthening their dealer organization in a conspicuous way during the past two months, it became known today, when O. H. Baehler, wholesale manager, announced the addition of eleven new dealers in the Chicago territory since early in March.

Mr. Baehler also announced the opening of an Evanston branch, in charge of Frank Butler, Jr., who has been with the organization for several years.

Among the new dealers acquired for Hudson-Essex by the Butler Motors are some of the best known automobile merchants in their re-

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SLOAN TO DEDICATE G. M. FAIR EXHIBIT AT CHICAGO TODAY

Chicago, May 23.—Alfred P. Sloan, Jr., president of the General Motors Corporation, will formally dedicate the company's beautiful exhibition building tomorrow on the Century of Progress World's Fair grounds.

In the presence of more than 100 leaders in science, art, economics, sociology and government, as well as outstanding figures in the automobile industry, Mr. Sloan will issue a world-wide invitation to attend the Century of Progress International Exposition.

The luncheon program will be broadcast over the National and Columbia systems and carried to Europe through translations by consuls of various foreign countries who will attend the affair. The time set for the broadcast is 1.30 to 2 p. m., Chicago daylight saving.

As a wind-up to the event the guests will be escorted through the General Motors building at the fair. The structure is now completed, and in fact has been the scene of assembly activities by the Chevrolet division for more than a week.

After Mr. Sloan's brief talk of welcome and invitation, Charles F. Kettering, vice-president of General Motors in charge of research, will discuss "The Automobile of Yesterday, Today and Tomorrow." Other brief talks will be made by Rufus

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U. S. P. A. SEES TRADE ASSOCIATIONS READY TO ASSUME NEW ROLE

Detroit, May 23.—Automotive trade associations are scheduled to play a major part in the general co-operative movement to be inaugurated in all industries with the passage of President Roosevelt's industrial rehabilitation program now before Congress.

Executive heads of the industry's national trade associations are already laying the groundwork for entirely new activities which in the past have of necessity been treated with a "hands off" policy.

This is indicated by the recent comments of E. P. Chalfant, executive vice-president of the National Standard Parts Association, in one of a series of "Timely Messages" going to N. S. P. A. wholesalers and manufacturers. He says: "For forty years American industry has been restricted by legal limitations in enforcing codes of ethics, forming agreements between manufacturers, wholesalers and retailers, establishing fair prices by agreement, controlling production, maintaining uniform wage scales and many other constructive practices that are

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CHICAGO A. T. A. ADDS FIVE NEW DIRECTORS

Chicago, May 23.—An increase in the size of the Chicago Automobile Trade Association directorate from eleven to fifteen members was announced today. It was also made known that five new directors have been elected, four to take care of the increased personnel of the board and one to fill a vacancy.

The new members of the board are: H. A. Trevellyan, zone manager of B-O-P, to fill the unexpired term of Karl C. Wettstone, resigned; H. K. Bragle, zone manager of Chevrolet; W. K. Edmunds, branch manager of Ford; L. F. Johnston, president of Chrysler-Illinois, and W. F. McAfee, general sales manager of International Harvester.

Mr. Trevellyan's incumbency will continue until the next annual meeting of the association, which is set for June 12. Mr. Bragel and Mr. Edmunds were elected for two-year terms, while Mr. Johnston and Mr. McAfee will serve three-year terms.

President Lafayette Markle has appointed a nominating committee consisting of L. J. Brady, S. B. Herbison and Mr. Johnston to submit nominations for directors at the annual meeting. At that time the terms of George H. Bird, Charles E. Gambill, George E. Sherman, Mr. Markle and Mr. Trevellyan will expire.

Car Makers Look for Aid In National Recovery Bill

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information and so many opportunities for co-operative effort to the distinct advantage of the whole industry as well as the public.

A few years ago, along with other industries, the motor industry overproduced, but of late its production has been geared to dealer demands.

The question of price is something that could hardly be handled by a trade association, because each company has a different product and is entitled to a different price.

"Through the chamber, the motor manufacturers might do a number of things under this bill which might prove helpful," said a motor official yesterday. Among them he enumerated:

1. Maximum hours of labor.
2. Minimum wage scale, varying in different sections; unemployment reserves and welfare work.
3. Limitation of production—this would be most difficult because of varying demands for different type cars and might result in slowing the production of a plant having two or three months' supply of unsold cars in the field.
4. Advertising of delivered prices by zones to lessen the difficulty of dealers in obtaining extra charges above the f. o. b. price.
5. Definite understanding about the time when new models shall be announced, following the operation of the past two years.
7. Uniform procedure for cleaning up old stocks when new models are announced.
8. Standardized appraisals of used car values with allowances for condition.

Because these subjects are all speculative, they are offered simply as suggested possibilities.

With any exemption from anti-trust laws would come government supervision and a requirement for recognition of collective bargaining, either by a general union, a company union, or some other method for labor demands to be presented.

SLOAN TO DEDICATE G. M. FAIR EXHIBIT AT CHICAGO TODAY

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C. Dawes, president of the exposition, and Dr. Walter Dill Scott, president of Northwestern University.

The theme of the program will be the social, economic and scientific significance of the motor car in modern society.

A number of thrills have been arranged for the guests just prior to the luncheon, including the arrival of some General Motors automobiles of ancient vintage. Mr. Kettering himself will glide into the grounds at the wheel of a 1911 Cadillac, equipped with his first major invention, the self-starter.

Next to arrive will be a 1905 Oldsmobile in which Dwight B. Huss of Detroit made the first transcontinental trip. Now, twenty-eight years later, Mr. Huss will roll up to the General Motors building in the same car. He is driving it from Lansing. To be on the safe side, he is starting his journey today in order not to miss the party.

The third "stunt" will be the arrival of a 1904 Buick piloted by Chief Engineer "Dutch" Bauer, who is celebrating his twenty-fifth year as a General Motors engineer. The procession which Mr. Bauer heads will also include a 1911 and a 1933 Buick, thereby revealing a story of automobile progress during the past twenty-nine years.

A novel method will be employed to dedicate the Chevrolet assembly plant formally. The feat will be performed by a cosmic ray, the first application of the cosmic ray to industry as the result of collaboration on the part of General Motors research engineers, Dr. Arthur H. Compton, Nobel prize winner of the University of Chicago, and his assistant, Louis Alverez.

The plan is to be as follows: A receiving apparatus to catch cosmic rays will be set up near the luncheon table, with a large neon sign reading "Cosmic Ray" suspended over the speaker's table. The captured cosmic rays will activate a relay that will cause the neon sign to wink on and off throughout the luncheon. At the moment, following the luncheon, when the assembly line is to be started, W. S. Knudsen, president of Chevrolet, will throw a switch that will divert the effect of the rays from the neon sign to another relay which will start up the machinery of the assembly line. After a momentary pause for the rays to take effect, the clatter of the assembly plant will be heard to mark the completion of another modern miracle.

TOLEDO CLUB NAMES COMMITTEE MEMBERS

Toledo, O., May 23.—D. D. Hatcher has been elected chairman and Dr. H. J. Long vice-chairman of the traffic safety and courtesy committee of the Toledo Automobile Club. Kenneth Campbell has been chosen secretary. Other members of the committee are: Frank Corns, retiring chairman; C. L. Royer, Edwin Clay, J. F. Coombs, Fred Broer, W. S. Thurstin, Bernard Kesting, M. J. McCormick, Arthur W. Sievert, Langdon E. Hall, Traffic Inspector Thomas O'Reilly and W. Sherman Smith, University of Toledo professor of civil engineering.

BACK ORDERS PILE UP IN YOUNGSTOWN AREA

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What applies to new cars also applies to used cars, dealers here declared. Several of the larger dealers, with confidence born of Roosevelt's "new deal," stocked heavily in April. One dealer bought $35,000 in new cars. This dealer is making thirty-five deliveries this month. He says cars now ordered from the factory will take twenty days to get.

A distributor with twenty-seven unfilled orders said this month's spurt of business is the greatest since 1929.

Local retail deliveries in May to date are about 35 per cent. ahead of last year, a Youngstown dealer reports. Last May 177 cars were delivered. In May, 1931, deliveries totaled 356 cars.

Figured on a percentage basis, 70 per cent. of the cars being delivered are in the $600 and $700 class; 25 per cent. in the $700 to $800 bracket and the other 5 per cent. in the higher priced fields. Not a few dealers reported their sales will double their factory allottments.

About 75 per cent. of the deals continue to be on a cash basis. A car is traded and the cash difference is paid, dealers says. Used cars are almost entirely purchased on a cash basis from the dealers.

BUTLER MOTORS ADDS ELEVEN NEW DEALERS

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spective communities and towns, including the Stratford Motor Sales Company on the south side; Hodes Motor Company and Supreme Motors Sales, Inc., on the north side; Vesely Brothers Motor Sales on the west side, and the following suburban and out of town dealers:

J. L. Helland Motors, Roseland; Patterson Motors, Blue Island; H. C. Wehrmann Motor Company, Chicago Heights; Atwood Motor Sales, Danville; Morse Motor Sales, Waukegan; Butterfield & Son, Ottawa, and Imperial Motors, Gary, Ind.

C. S. FORSYTHE PRESIDENT OF SYRACUSE DEALER ASS'N

Syracuse, N. Y., May 23.—Clellan S. Forsythe has been elected president of the Syracuse Automobile Dealers' Association, J. B. Rusterholtz vice-president, J. F. O'Connor secretary and treasurer and C. H. Hayes executive secretary. The association is planning on sending a letter to each purchaser of an automobile in Syracuse this spring expressing thanks for helping the employment situation.

FINANCIAL NEWS

CONTINENTAL-DIAMOND FIBRE

Philadelphia, May 23. — Continental-Diamond Fibre, including foreign subsidiaries, reports for the quarter ended March 31 net loss of $138,454 after depreciation, etc., comparing with net loss of $162,374 in the first quarter of 1932. Results from foreign subsidiaries are included in the figures at rates of exchange prevalent during the period.

FEDERAL SCREW

New York, May 23.—Federal Screw Works shows for the quarter to March 31 net loss of $112,460 after depreciation, interest, etc., comparing with net loss of $101,469 in the initial quarter of 1932.

SWEDISH BALL BEARING

New York, May 23.—Swedish Ball Bearing Company (Aktiebolaget Svenska Kullagerfabriken) (in Swedish kroner)—For 1932: Net income after expenses, depreciation, reserve for taxes and other deductions, 10,291,902, equal to 7.92 per cent. on 130,000,000 kroner of capital stock, against 12,623,157, or 9.71 per cent. on capital stock, in 1931.

FAILURES

New York, May 23.—Insolvencies again are slightly reduced in number, a continuous decline having appeared each week thus far in May, a customary movement for that month, according to Dun & Bradstreet. For the week ended last Thursday there were 429 business defaults in the United States, as shown by the records of the agency. These figures compare with 437 and 460, respectively, for the two preceding weeks, and 720 in the same week last year.

U. S. P. A. SEES TRADE ASSOCIATIONS READY TO ASSUME NEW ROLE

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definitely in the broad public interest as well as in the interest of business and the government itself.

"These limitations have represented vital problems for your industry, your own company and your association.

"The bill introduced in both houses of Congress on May 17, in the words of President Roosevelt, provides that 'With the authority and under the guidance of the government, private industries are permitted to make agreements and codes insuring fair competition.'

"This," Chalfant continues, "is generally interpreted to mean that through your trade association you will not only have authority to eliminate costly malpractices, but will be given mandatory power through a government agency to force recalcitrants to co-operate.

"This is the opportunity that the N. S. P. A. has long awaited, and your executive officers, directors and committeemen can be depended upon to take full advantage for you of the new authority when the President's bill is enacted."

SALES BY DEALER TO GOVERNMENT AGENCIES TAX FREE IN NEW LAW

(Continued from Page 1)

material in the manufacture or production of, or as a component part of, an article enumerated in this title;

"2. For resale by the vendee for such use by his vendee, if such article is in due course so resold;

"3. For resale by the vendee to a state or political subdivision thereof for use in the exercise of an essential governmental function, if such article is in due course so resold.

For the purposes of this title the manufacturer or producer to whom an article is sold under paragraph (1), or resold under paragraph (2), shall be considered the manufacturer or producer of such article. The provisions of paragraphs (1) and (2) shall not apply with respect to tires or inner tubes or articles enumerated in section 604, relating to the tax on furs."

SPARKS from DETROIT

Lazy, but Fair

* * *

Hastings Helps

* * *

Gumps and Gumps

* * *

The Birth of an Ad

* * *

Chris Sinsabaugh
Detroit Editor

ANOTHER day, another column. A bad attack of belated spring fever, so why not take a leaf from the book of Mark Twain's Tom Sawyer and let the customers whitewash my fence? My John H. Public is most responsive, so I'm handing over to him the editorial whitewash brush. John H. is a better man than I am, Gunga Din.

* * *

ON TOP OF THE PILE is a letter from Charles D. Hastings, chairman of the board of Hupmobile, a pioneer with a keen sense of humor. He writes:

"A few days ago a relative of the late Billy Metzger sent me a bunch of bicycle pictures and programs, all of which date backward upwards of fifty years, to see if I could recognize any one.

"I thought you might be interested in an ad that appears in the program of the annual meet in 1888 of the Ohio division of the League of American Wheelmen. Maybe you are too young to remember the L. A. W.

"The ad reads: 'A. W. Gump & Co., Dayton, Ohio, carry the largest retail stock of bicycles in America—every American make—and 250 second-hand wheels. Guns and revolvers taken in exchange.'

"This indicates that the second-hand problem has double voting age and possibly the Gump ad may suggest an idea to some automobile dealer, who probably regards the second-hand factor as the biggest outstanding fly in his ointment."

(Mr. Hastings is unconsciously complimentary as to my age, but I must confess that I was editor of the L. A. W. Bulletin at the time N. H. Van Sicklen was publishing it in Chicago in the Gay Nineties.)

* * *

IT'S A COINCIDENCE that the Hastings letter referring to A. W. Gump came in the same mail as the one from Bill Baldwin, director of advertising and sales development of Pierce-Arrow, informing me that my old, old friend, Sid Smith, the cartoonist whose meal ticket is Andy Gump in the Chicago Tribune syndicate, has put his name on the dotted line for a seven-passenger salon sedan Pierce-Arrow, of course. Having been in at the birth of Andy Gump, I can say with the voice of authority that the Dayton bicycle dealer and Sid Smith's brain child are in no ways related.

* * *

ANOTHER CONTRIBUTING EDITOR today is J. O. Lashar, advertising manager of American Chain, with: "Needless to say, I always enjoy your column (business of the conductor modestly blushing), and this morning I was especially interested in your description of how Chevrolets are going to be sold at retail in the Chicago world's fair grounds. I was interested because, as you know, the Chevrolets are equipped with Tru-Lay brake controls, made by our associate company, American Cable Company, which I hope Mr. and Mrs. John H. Public will note and appreciate as they 'stand alongside of the Chev assembly line in the General Motors edifice.'"

* * *

ALL OF THIS WAS LEADING UP to introducing me to a clever ad (that 'clever' is my word, not J. O.'s) that Lashar wrote for American Cable, the idea for which came to him while eating in a Childs restaurant in New York city. The catch line was "We Like 'Em Hard Boiled," and the plot was hatched at the table.

"While eating," Lashar writes, "the thought came to me that, although hard-boiled eggs go with picnics, that it is no picnic to sell hard-boiled buyers unless one has something to offer that will satisfy these shrewd men, who wisely insist on testing the quality and performance of everything that is presented to them. So there I sat, eating three-minute boiled eggs, but thinking of hard-boiled eggs and buyers."

* * *

CROWDED OUT OF YESTERDAY'S column, which carried the paragraph from my scout, Morrow Krum, relative to the Studebaker team training for the Indianapolis race, was the Krum word painting of the scene.

"It was a typical scene, Chris: Cliff Bergere worrying about his spark plugs and wearing his trick woven leather shoes . . . Tony Gulotta's kid's shoes standing on a box behind his car . . . Slim Corum going back over the year and remembering his victory in '23 . . . Zeke Meyers pulling on a bright blue sweater to match the color of his car . . . Luther Johnson's car snorting out of its stall for a whirl around the bricks . . . And Bill James' faded blue eyes watching the whole scene quietly and smiling at me now and then to indicate his general good humor and hopes. A swell scene, Chris."

Retail Salesmen — This Is Your Page

This department is devoted to the interests of the retail sales division of the industry. Salesmen, this is your department. Automotive Daily News wants you to get something from this department that will help you in your work on the firing line. It wants you to pass on your own experiences, success, failures to help your brother salesmen. Send in your story in the form of a letter, or even a postal card, and let us get it ready for publication. Your achievement or your mistake may help another salesman to make sales or avoid errors that cost you commissions.

Dealers read this page. Give us the benefit of your reactions on these problems that affect the work of your salesmen, the men on the firing line, the men who bring home the bacon or don't.

BIG CITY SELLING PROBLEMS

Automobile salesmen working in any of the large cities of this country have problems that differ considerably from those facing salesmen in smaller communities. For one thing, the big city salesman lacks the personal touch with his community that the man working in a smaller place has. In the small town every one knows every one else, and the salesman's creation of a prospect list is almost automatic, and his contact with prospects is usually on the basis of personal acquaintance or friendship.

To meet this situation H. A. Wehmeier, vice-president and general manager of Community Motors, which distributes Pontiacs at 235 East 33d St., Chicago, has compiled a manual for his salesmen. This manual gives salesmen working in the big city on Lake Michigan the lowdown on how to make contacts and compile likely lists of prospects, under the handicap that exists for this sort of work in a large metropolitan center. As a matter of fact the manual shows that the question of getting contacts is not actually more difficult, but simply must be approached in another way. We are passing on Mr. Wehmeier's advice to our salesmen readers in larger cities, although many of the suggestions can be equally well applied in less congested areas:

Every sales executive and sales manager has constantly and repeatedly endeavored to bring out the importance of personal contacts in connection with selling automobiles at retail, and has urged salesmen to make personal contacts.

In this program we will endeavor to explain not only what is meant by personal contacts, and prove their value, but also give methods that have been used successfully by retail salesmen in metropolitan cities.

We believe this program will be of value to retail men who are new in this business, and to those men of long experience who are not enjoying an adequate income in connection with retail selling.

By personal contact we mean that you have had an opportunity to talk to the prospect face to face, and have presented your sales story —regardless of whether the decision is favorable or not.

Today we are offering the public the finest motor cars ever created. More mileage, more comfort, more speed and better performance have been built into them. Their prices have been drastically reduced. Our forces of advertising are stronger than ever, but in spite of this, the demand has slackened.

The public is no longer walking into our showrooms in sufficient numbers to provide an adequate income for either dealer or salesman. Our market today consists mainly of a replacement market, and the replacement demand is naturally effected by present economic conditions.

Every car owner has the same desire—the same interest to own new and better transportation, but today the desire is not strong enough to cause him to voluntarily walk into our showrooms and buy, so it is our job to stimulate the desire to the point where he becomes a purchaser.

Before we can stimulate desire—before we can create interest, we must have contact, so our job simmers down to locating those persons who will respond to our presentation.

It is a simple matter to make contacts in a small community that has lived together for years, but it is an entirely different problem that confronts the retail salesman when he faces a metropolis of four million people, where very few people know their neighbor, and where most people are indifferent to strangers and to ordinary solicitations.

However, while these facts may seem insurmountable, we must realize that our biggest asset is our unlimited field and the enormous amount of people we have to do business with.

Let us make one emphatic statement. We are not going to recommend in this program door-to-door contacts as they are commonly known. We will say, however, that there is a place for door-to-door canvassing under certain conditions, in certain neighborhoods and among certain vocations, which we will outline more completely later on.

The very essence of making contacts is seeing a lot of people and having a lot of people help you to get to others. Therefore, it seems wise for retail salesmen to first contact those people who are easily accessible to them regardless of whether they are potential prospects or not. Who are these people? They are:

1. Relatives: Grocers, meat markets, clothiers, bakers, shoe stores, tailors.

2. People from whom we buy: milk men, druggists, insurance men, doctors, laundries and others with whom we spend our money.

3. Intimate friends and acquaintances.

4. Business acquaintances and others who know us by name.

The salesman who will take the time to make a complete list of the persons enumerated above, together with the year, make and type of car they are driving, will be surprised at the large number of people with whom he has easy access.

His first job is to thoroughly acquaint them with the fact that he is making his living selling new Pontiacs, as well as used cars.

His first efforts should be to secure business from these people, and he should use them to get to others with whom they are acquainted.

You have the right to go to your relatives, your intimate friends and acquaintances and the merchants from whom you buy, and expect them to help you in your efforts, but unless you are willing to let them know that this is important to you, you may not get their assistance.

We do not believe it is necessary to use the yellow book or commission card plan with these people.

Start now and make a complete list of all such people, either on cards or in book form for future use. It will be one of the most valuable lists you can have in your possession. Keep on adding to this list as you widen your acquaintance.

The most important group of people with whom the salesman should become acquainted is present Oakland and Pontiac owners, for the reason that they have evidenced their faith in our products by buying them previously; they have had many thousands of miles of satisfactory performance and are acquainted with our standards as well as our organizations.

We are able to allow more for their cars, because we can sell them for more, as they are our products.

If a salesman has a clientele of

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DEALER DOINGS

CHICAGO, ILL.

H. A. Wehmeier, vice-president and general manager of Community Motors, Inc., Pontiac distributors, has been named as general chairman of the Chicago Automobile Trade Association golf committee for this season. Monthly tournaments are planned, with the Midlothian Country Club drawing the first one staged Thursday (May 18). Mr. Wehmeier is being assisted by committees on foursomes and starting time, W. E. Butler, chairman; tournaments, W. C. Mackinney, chairman, and handicaps and prizes, L. F. Johnston, chairman.

* * *

A sharp increase in Chevrolet truck sales in the Chicago area, directly attributable to the return of legalized beer, is reported by L. K. Cooper, regional manager. He added that distributors for two breweries alone placed orders for seventy-five trucks of 1½-ton capacity, valued at $85,000.

* * *

Plymouth dealers participated in a large driveaway of cars from the Municipal Pier in Chicago as their share of what is called the biggest single shipment of automobiles ever to leave Detroit by water. The unloading and driveaway proceedings were sponsored by the Chrysler Illinois Company.

* * *

With the advent of the new gearshiftless Reo, the former owners of electrics are being sought and solicted for orders by Thomas J. Hay, Inc., Chicago distributors, and their dealers. The first sale to an electric car devotee who objected to the gear shift lever in gasoline cars is reported by President Tom F. Hay.

* * *

Edward A. and Gus C. Solbrig, under the firm name of Solbrig Brothers, have just been appointed a Dodge and Plymouth dealer, with headquarters at 6120 S. Western Ave., it is announced by L. D. Cosart, regional manager of Dodge.

* * *

UTICA, N. Y.

E. J. Otis Corporation, Chrysler-Plymouth distributors in the Utica district, has appointed the Graham Motor Sales, Ford dealers for many years, with headquarters at Chadwicks, N. Y., Chrysler-Plymouth dealers in Chadwicks. The firm has a modern equipped plant and is headed by Harold L. Graham.

* * *

Kenneth F. McVoy, Poland, N. Y., Hudson-Essex dealer for nine years, has joined the Otis corporation with a Chrysler-Plymouth dealership. Mr. McCoy is one of the few men who had the courage to erect a new sales and service station in his community last year. His new plant, 100 by 300, on the main route to the Adirondacks, is one of the finest and largest in this section of the state. The firm also carries a large stock of accessories, including Goodyear tires, Willard batteries, Kendall oil, etc.

* * *

CONNECTICUT

The Packard Motor Car Company of New York, with southern Connecticut headquarters at 1020 Fairfield Ave., Bridgeport, has announced the establishment of sales and service quarters at 470 Meadow St., Waterbury. Bronson H. Davis is in charge of sales and Harold S. Jillson service manager.

* * *

The Hartford Automobile Service Company has been incorporated in Hartford, with headquarters at 177 Morgan St. Louis Dellaripa is president, George Horowitz, treasurer, and Dan Dellaripa, secretary. Authorized capital is $50,000.

* * *

SAN ANTONIO, TEXAS

H. H. Bryant, president of the San Antonio Buick Company and past president of the San Antonio Automobile Trade Association, has been appointed a member of the Na-

(Continued on Page 7)

METHODS FOUND SUCCESSFUL IN MERCHANDISING CARS

By W. G. FESSEY

Valuable methods in successful merchandising of automobiles have been developed by James F. McConnell of the sales staff of Breay-Nash Motors, Ltd., Toronto, Canada, distributors of Nash and Oldsmobile cars. The sales campaign plan which he follows has proven a very effective one, even right through the quietest periods of the depression.

In response to a request by Automotive Daily News, Mr. McConnell gave an interview in which he outlined his automobile salesmanship methods. Mr. McConnell believes that an extensive prospect list of his own is the mainstay of every successful motor car salesman. In his case he draws his daily prospect list from his clientile list, the latter consisting of the names of all those to whom he has sold cars in the past plus the names of all those he is acquainted with in the garage, service station and automotive industry generally.

Arriving daily sharp at 8.30 o'clock at the company's offices, Mr. McConnell's daily procedure is to list from his clientile twenty-five people who he will contact that day. He also selects from the telephone book ten names he will also contact. These are the names of people who are total strangers to him, but who, he judges, in view of the high-class residential district in which they live, can afford to buy new motor cars. This makes a total of thirty-five people he sets himself the task of contacting, some over the telephone and some by personal visit each day. Of course, as soon as Mr. McConnell "gets a spark," that is strikes a prospect who is in the market for a car, he concentrates his sales energy on that person.

The method followed by Mr. McConnell in the field of "cold approach," via the telephone, with people who are entire strangers to him, is a matter of valuable interest. He finds it is best, as soon as his telephone call is answered, to say: "I understand you are thinking of buying a new motor car?" He declares it is surprising how large a proportion of those he calls up immediately reply: "Yes, we are," or "Yes, that is right." As a rule, it is a woman's voice that gives this information, and also it is followed up by the question, in most cases, "How did you know?" or "Who is speaking, please?"

This is where Mr. McConnell introduces himself and arranges to call at the lady's residence with one of the new model cars and take her for a demonstration ride. She is enthused about the new car and usually agrees to bring her husband in the evening to the Breay-Nash showrooms. If they already own a car, Mr. McConnell arranges to have the firm's appraiser fix upon the car's trade-in value, while he himself takes the couple out for a demonstration in a new car. This plan allows the salesman to conserve all his sales energy for the task of successfully closing the sale and also keeps the minds of the prospective customers on the new car. Mr. McConnell finds that it is best to show people a car that is approximately in the same price class as the car they already own.

It always has been Mr. McConnell's experience that, in showing a car to a couple, that just as much or even more time should be given to demonstrating the car's points to the wife as to the husband. Otherwise, the lady will feel slighted, and, having much to do with deciding if the car is to be bought, may lose interest in the proceedings, with the result that there is no sale. Mr. McConnell states that women take chief interest in the interior fittings and furnishings of a car, while men, if mechanically inclined, want to know all about the engne. He says a question or two will show if men are interested in a car's mechanism. If they are not, he describes the car's general characteristics, including style, speed, control and ease of operation.

Mr. McConnell described his method of closing a sale. After a couple have viewed the new car, he invites them to sit down and takes them to a small office, or "closing room," located on the show room floor. His office is so arranged that prospects and salesman are seated in favorable positions for the successful signing up of the customer. Two chairs, for the customers, are at the side of the desk nearest the door, while the salesman's seat is on the opposite side of the small, flat-topped desk. As he shows the prospects into the office Mr. McConnell places the sales form on the desk in plain view of the prospects, where they can at once become accustomed to seeing it.

He has found that to draw out a sales form after prospects are once seated makes them very nervous and lessens the chances of a sale. His procedure is to do some figuring on the sales form with his pencil while conversing with them and while they get settled down. In a few minutes he enters on the sales from the appraisal price for the prospect's own car, turns the sales form so that it is facing the customer, and then, pointing to the entry of the appraisal price and handing the customer the pencil, indicates where he is to sign his name, and says:

"The appraisal price of your car is (say) $700, so that leaves a balance of (say) $900. Would you like to pay the balance in cash, or how would you like to arrange it?"

The foregoing method of closing a sale is very effective, and the customer is, in effect, carried along, step by step, by a process of salesmanship that successfully culminates in the purchase of a car.

Salesmen in the employ of the Breay-Nash company keep in constant touch with all purchasers of cars, call on them once a month or oftener and also make a point of enrolling them as service customers, for which the salesmen receive an additional bonus.

STOCK CARS COMPRISE HALF OF THE ENTRIES AT INDIANAPOLIS

(Continued from Page 1)

particularly since the change in A. A. A. rules permits only six gallons of lubricating oil for the race. Some self-assumed experts on the question are determined that it is impossible for a racer of the special type to finish the 500 miles with six gallons of oil inasmuch as, they say, much of it is lost through leakage. On the other hand, some of the drivers declare they anticipate no trouble of this nature, while others are frank to say that they fear trouble from oil shortage.

It is from this angle that stock car sponsors expect to reap the greatest benefit from the change in rules. Besides a more equal weight ruling, which brings them nearer an even level with the specials, stock cars figure to have gained everything in the oil problem, as past experience has shown motors of this type going through the race with consumption of only a negligible amount of oil and practically no leakage.

S. A. E. RACE MEETING

Indianapolis, Ind., May 23.—The annual race meeting of the Indiana section, Society of Automotive Engineers, will be held at the Athenaeum here Thursday night, with numerous Speedway officials and performers scheduled to participate in the discussion of racing rules.

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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Racketeering

As the end of the disastrous prohibition experiment begins to loom up, there are increasing evidences that the racketeers who fattened on the illicit liquor industry are turning their attention to other fields. These people are well equipped with money and various forms of devious influence. They see the doom of illicit liquor sales and are determined to intrench themselves in other fields of "easy money." The fact that the same amount of effort put into legitimate industry would probably bring greater returns means nothing to the racketeers; the only form of business they know is outside the law, and there they purpose staying.

There have recently been some disturbing stories to the effect that in some cities new forms of rackets were appearing in the automotive field. There have been attempts by slightly disguised bands of thugs to charge dealers money for the "protection" of drive-aways. Attempts are being made to "organize" shop and service men into a "union," the fees running from $3 to $5 and the claim being made that 100 per cent. organization will make it possible to boost wages.

It is reported that in some cities "protective associations" are trying to force dealers and distributors to employ them at fees running up to $500 a year. It is stated that one dealer is now delivering parts in ordinary sedans, because his refusal to pay a protection fee resulted in the driver of the regular parts truck being badly beaten. In cases where dealers have refused to pay for protection of their drive-aways, cars have been smashed and drivers have been injured.

Recently, when a boatload of cars was being dispatched to Chicago, it was necessary to get out a naval reserve unit fully armed to prevent trouble with disappointed racketeers.

While Automotive Daily News has not as yet had an opportunity to investigate cases of alleged racketeering in our field, there are too many stories about not to have some basis in fact. The automotive industry has been reasonably free from this form of extortion until now, but there is every reason to believe that further trouble looms as the repeal of the prohibition amendment becomes more certain.

There is no other activity that our industry can assume of greater benefit to its progress than the stern stamping out of racketeering. Already taxed to the verge of coma, this industry cannot afford to countenance illicit extortion. The sternest measures should be taken to crush racketeering wherever it may rear its head in relation to automotive activity.

Beer Trucks

When Congress legalized the sale and consumption of 3.2 beer, we held out high hopes that the newly revived industry would be a generous purchaser of motor transportation units. The brewery companies have bought some trucks, and they will buy more. The actual fact is that up to the present time these companies have been so swamped with orders that they have had little time to give thought to any phase of their business except the actual production of a beverage that could be drunk. We hold no illusions as to the quality of the beer so far produced.

There are today sixteen or seventeen breweries manufacturing in New York city. Before prohibition there were fifty brewing establishments in this area. The demand has increased and the producing industry has shrunk, with a result that those breweries now working are swamped. As soon as the first rush is over and greater competition comes into the field, the companies will have time to consider other matters than production, and a general revamping of transportation systems will ensue.

NEW DEALERS APPOINTED

ARIZONA

Hudson-Essex — Packard Phoenix Motor Company, Phoenix.

CALIFORNIA

Graham-Paige — J. H. Wergen, Salinas; C. L. Scott, San Rafuel.

Hudson-Essex — F. B. Miller, Los Angeles; Gail Krisher, Taft; C. K. Heffren, Grass Valley; W. H. Collins Corporation, Ltd., Hollywood.

CANADA

Graham-Paige — Fournier's Garage, Edmundston, N. B.; Gordon L. Smith, Woodstock, N. B., George Fred Baker, Kentville, N. B.; James A. Currie, Ctharlottetown, P. E. I.; Georges Chartray, Trois Rivieres, Que.

COLORADO

Hudson-Essex—Shaw Motors, Inc., Grand Junction.

CONNECTICUT

Graham-Paige—City Garage, Inc., New Britain.

Hudson-Essex — Finch Brothers Garage, East Hartford.

DISTRICT OF COLUMBIA

Hudson-Essex — Pioneer Garage, Washington.

FLORIDA

Hudson-Essex — Ogletree Motor Company, Gainesville.

GEORGIA

Hudson-Essex — Grimes Garage, Swainsboro.

IDAHO

Graham-Paige—Hudson's Garage, Coeur d'Alene.

ILLINOIS

Graham-Paige — Archer Motor Company, Chicago; Central Motor Company, Chicago.

Hudson-Essex — Butler Motors, Inc., Evanston; Patterson Motors, Blue Island; Morse Motor Sales, Waukegan.

INDIANA

Hudson-Essex—Lynn B. Lewis, Bloomington; Harry A. Wild, Rensselaer.

IOWA

Hudson-Essex—Woodling Repair Shop, Estherville; R. W. Snider, Weldon.

LOUISIANA

Hudson-Essex—A. B. McGowen, Jeanerette.

MAINE

Graham-Paige—Myron D. Kidder, Inc., Portland.

Hudson-Essex—Penobscot Motor Mart, Inc., Bangor.

MARYLAND

Hudson-Essex—College Park Auto Place, College Park.

MASSACHUSETTS

Hudson-Essex—C. B. Lowe, Framingham.

MICHIGAN

Graham-Paige—A. T. Kolarik, Mount Pleasant.

Hudson-Essex — Otto Brothers, Bessemer; H. P. Berman, Ithaca; Deming Motor Company, Cadillac; Ionia County Motor Sales, Ionia; Lavigne Auto Sales, Marine City; Krohn & Goff, Muttonville; Chester P. Jones, Pontiac.

MINNESOTA

Graham-Paige—Marx Motor Company, St. Cloud.

MISSOURI

Hudson-Essex — Roger R. Key, Paris; Dillon Brothers, Joplin.

MONTANA

Hudson-Essex—Klingler's Garage, Shelby; Harry Sherman, Hobson.

NEW JERSEY

Graham-Paige—Max Yavner, Inc., Newark; Marshall's Garage, Riverside; Taylor-Kershaw Motors, Woodbury; Wesley Menzner, Newark.

Hudson-Essex—S & S Motor Car Company, Inc., Elizabeth; Griggs Sales Company, Newark; Maresca Motors, Inc., Palisades Park; Muller Motors, Inc., Paterson.

NORTH DAKOTA

Hudson-Essex—L. W. Jentz, Mantador.

NEW YORK

Hudson-Essex — Broadway-Pennsylvania Motor Sales, Inc., Brooklyn; Murray Motors, Inc., Bronx, New York city.

OHIO

Graham-Paige—Quiller F. Scott, Jackson.

Hudson-Essex — Shaker Heights Motor Sales, Shaker Heights; The Lake Shore Motor Company, Cleveland; A. J. Akers, Inc., Akron; C. A. Loomis, Inc., Cleveland; A. W. Rice, Northfield; Frank Sisson, Fremont; Leader Motor Sales, Cleveland; Walter A. Weidely Company, Cleveland; Lex Navarre, Toledo.

OKLAHOMA

Graham-Paige — Williams Motor Company, Enid.

PENNSYLVANIA

Graham-Paige — Dankel Motor Company, Allentown; Jackson Motor Company, Pennsburg; Hopkins-Brunner, Inc., Philadelphia; Swirading Motors, Philadelphia.

Hudson-Essex—Anthracite Garage, Carbondale; Sharpnack Motor Company, Rices Landing; Jones-Lyne Motor Company, Washington; A. J. Luther, Ebensburg; B. M. Marcus Company, Greensburg; Orr's Garage, Pittsburgh; J. T. Malley, White Haven.

TENNESSEE

Hudson-Essex — Brown Garage, Copper Hill; Wortham Service Station, Milan.

TEXAS

Hudson-Essex — Richard Brooks, Austin; Scott Motor Company, Gatesville; Fagan Service & Parts, Tyler.

WASHINGTON

Graham-Paige — White-Blessing Motor, Colville.

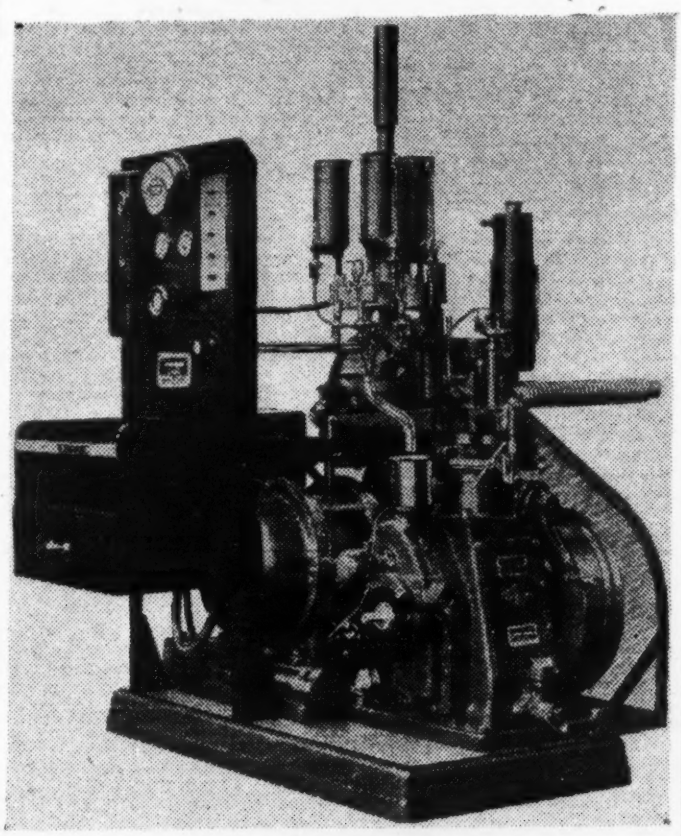
WISCONSIN

Graham-Paige — Albert Koepernick, Beaver Dam; Kam Cadillac Company, Racine; Hildebrand-Braun, Inc., Sheboygan.

Hudson-Essex — Corner Garage, Woodruff.

WYOMING

Graham-Paige—City Garage, Diamondville.



As announced in A. D. N. of May 19, the American Society for Testing Materials has accepted the C. F. R. method of determining knock rating of fuels, previously approved by the fuel research committee representing the S. A. E., N. A. C. C., A. P. I. and Bureau of Standards. This test involves use of a special test unit made by the Waukesha Motor Company and illustrated above. The equipment consists of a variable compression, single cylinder, overhead valve engine 3¼ in. bore by 4½ in. stroke equipped with a special type carburetor, electrically heated intake manifold, steam cooling, electric heat control for lubricating oil and having a movable cylinder which can be raised or lowered while the engine is in operation to secure compression ratios ranging between 3:1 and 30:1 without any change in the vavle adjustments. This engine, together with special ignition, auxiliaries and indicators is mounted on a common bedplate, with a special synchronous induction motor which serves as a starting device, and also a loading device for the engine. With this combination, perfect control of the speed, the temperature, ignition advance and all other controlling factors becomes automatic. Suitable bouncing pin indicators with gas evolution burette or electric indicating knockmeter are all mounted with the control switches on a switchboard panel making the testing set a complete, self-contained unit.

COMING EVENTS

MAY

30—**Indianapolis, Ind.** Annual 500-mile International Sweepstakes.

JUNE

5—**New York.** Annual meeting of National Automobile Chamber of Commerce.

11—**Detroit.** Automobile race.. State Fair Grounds.

12-15—**Boston, Mass.** National Association of Purchasing Agents, eighteenth annual International Convention and Informashow, Hotel Statler.

12-16—**Chicago.** American Oil Burner Association meeting, Stevens Hotel.

16-17—**Louisville, Ky.** American Automobile Association meeting.

18-July 3—**Bordeaux, France.** Automobile, nautical and aeronautical show.

26-30—**Chicago.** American Society of Mechanical Engineers, meeting.

26-30—**Chicago.** American Society for Testing Materials, meeting. Stevens Hotel.

JULY

1- 4—**Chicago.** American Air Races. Municipal Airport.

10-14—**Chicago.** Automotive Engine Rebuilders Association, meeting.

16-18—**Chicago.** National Team and Motor Truck Owners' Association, thirty-first annual convention. Palmer House.

AUGUST

28-Sept. 24—**Chicago.** Chicago Society of Automotive Engineers, International Automotive Engineering Congress, Palmer House. (This meeting will be wide in scope to take in the activities previously covered in the summer meeting and the aeronautical meeting.)

SEPTEMBER

1—**Detroit.** Gold Cup Automobile Automobile Races.

11-15—**Chicago.** American Chemical Society, meeting.

20-22—**Atlantic City, N. J.** National Petroleum Association, Traymore Hotel.

21-22—**Chicago.** National Association of Motor Bus Operators, Congress Hotel.

OCTOBER

..... **Paris, France.** Twenty-seventh International Automobile Exhibit.

2- 6—**Detroit, Mich.** National Metal Congress.

2- 6—**Chicago.** National Safety Congress.

5-15—**Paris, France.** International Automobile Salon.

12-21—**London, England.** Twenty-seventh International Automobile and Motorboat Show.

23-28—**Chicago.** Motor and Equipment Manufacturers Association, National Automotive Maintenance Exposition, Herbert Buckman, manager.

24-26—**Chicago.** American Petroleum Institute, meeting.

27-28—**Chicago.** National Standard Parts Association, convention, Stevens Hotel.

30-Nov. 3—**Chicago.** National Standard Parts Association, trade show.

NOVEMBER

..... **Chicago.** National Battery Manufacturers Association, fall meeting. (Date to be announced later).

JANUARY

6-13—**New York.** New York National, Automobile Show.

BIG CITY SELLING PROBLEMS

(Continued from Page 3)

such owners to whom he has sold previously, the task is easier because he is already acquainted with them and has easy access.

If he has no clientele, his dealer will be very happy to assign Oakland and Pontiac owners that have been sold by other salesmen no longer in the dealer's employ, and over a period of time, the retail salesman can get just as well acquainted with these people as if he had sold them personally.

Groups of such Oakland-Pontiac owners should be confined to as small a territory as possible, and should in no case exceed 150 owners.

Where the salesman is not acquainted with such owners, it may be well for him to prepare his way for a personal contact by first using the telephone and following is a brief telephone canvass which should make a personal contact possible:

Salesman—Vincennes 2435?

Prospect—Yes.

Salesman—May I speak to Mr. John Lawson?

Prospect—This is Mr. Lawson.

Salesman—Hello Mr. Lawson, this is Gordon Strong with the Pontiac Sales Company.

Prospect—Yes, Mr. Strong, what can I do for you?

Salesman—My purpose in calling you is because I would like to become acquainted with you. I am a new man in this organization, and I have always made it a practice to meet owners of our cars, so that I may be of service to them. If it is convenient, I would like to drop in this afternoon at about 3 o'clock and say hello.

Prospect—I suppose you are going to try to sell me a new car?

Salesman—Well, I might try to do that, but frankly my real purpose is to make your acquantance.

Prospect—All right, come ahead.

By preceding your proposed personal contact with a telephone call, you pave the way so that when you appear on the scene you will at least be welcome.

Now, what should you say when you make this first contact upon a new owner? If you start in by trying to rush him off his feet endeavoring to sell him a new car, you may lose him as one of your owner contacts.

Therefore, you might start your conversation about something that is interesting to him, for instance, about the maintenance of his car and its cost.

As an example, you might tell him an interesting story about the proper lubrication of a motor car. If you do not know such a story, here is one you might use in your own language.

Hello, Mr. Lawson, my name is Gordon Strong. If you will remember, I called you and asked for the privilege of getting acquainted with you.

(After shaking hands, you might continue your conversation, using your own language, as follows):

As I was driving out here, I happened to think about lubrication of automobiles, and how much it means to the life of a motor car, and, frankly, from my past experience, very few car owners realize what an important part proper lubrication plays in connection with the long life of automobiles.

For instance, a special fiber grease should be used in the grease type universal joint, while a special lubricant must be used for oil type universal joints.

It takes an entirely different kind of lubricant for the transmission and the differential, particularly those with free-wheeling units.

Lead graphite grease should be used in steering gears to eliminate torsional bind.

Waterproof grease should be used in water pumps.

Special heat resisting grease should be used for front wheels, so that it does not get into the brake mechanism.

Graphite penetrating oil should be used for brake rods, shafts and other movable mechanism.

So you can see, Mr. Lawson, that when you take your car to the average place to be lubricated, perhaps they have one or two different types of grease, and maybe one or two high pressure guns to use, and whether the grease is right or wrong in it goes.

And by the way, Mr. Lawson, our firm is doing a very thorough job of lubrication and if you are not having your car greased in our service department, I believe it would be to your advantage to do so.

Now is the time when you can begin to make inquiries about his present automobile and bring out your sales album and go into your regular presentation of the new car.

When making these contacts, regardless of whether he is a prospect for a new car or not, always try to sell him service and remind him of some service or accessory special offered by the service department. If he is not now coming to your service department and you can get him to become a regular customer, you will have a better chance to sell him in the future.

Regardless of whether or not he is a prospect for a new car, always endeavor to have him drive our new car, as his enthusiasm about our product will do much for you in connection with the people he may see and it may be the means of arousing his interest to the point where he may become a prospect for a new car later on.

Remember, you are going to contact many Oakland and Pontiac owners who cannot afford a new car. In cases of this kind be sure to have a specific used car in mind with which you are acquainted, and when presenting it, endeavor to arrange a deal whereby his present car will be the down payment and the

(Continued on Page 6)

CURRENT PRICES OF PASSENGER CAR MODELS

AUBURN—8-cyl. 127 W. B.
Standard Models

2 Coupe	745	5 Cabriolet	895
5 Brougham	795	5 Phaeton	945
5 Sedan	845	7 Sed. (136 W. B.)	945

AUBURN—8-cyl. 127 W. B.
Custom Dual Ratio

2 Coupe	895	5 Phaeton	1095
5 Brougham	945	Speedster	1095
5 Sedan	995	Sed. (136 W.B.)	1095
5 Cabriolet	1045		

AUBURN—8-cyl. 127 W. B.
Salon Models

5 Brougham	1195	5 Phaeton	1345
5 Sedan	1245	Speedster	1345
5 Cabriolet	1295		

AUBURN—12-cyl. 133 W. B.
Standard Models

2 Coupe	1145	5 Sedan	1245
5 Brougham	1195		

AUBURN—12-cyl. 132 W. B.
Custom Dual Ratio Models

2 Coupe	1295	5 Cabriolet	1445
5 Brougham	1345	5 Phaeton	1495
5 Sedan	1395	Speedster	1495

AUBURN—12-cyl. 127 W. B.
Salon Models

5 Brougham	1695	5 Phaeton	1845
5 Sedan	1745	Speedster	1845
5 Cabriolet	1795		

AUSTIN—4-cyl. 75 W. B.

Business Coupe	275	Roadster	305
Spl. Business Coupe	295	Coupe	315
		Sub. Coupe	375

BUICK—6-cyl. 119 W. B.
32-50 Series

2 Coupe	995	5 Coupe	1065
Special Coupe	1030	Con. Coupe	1115
Sedan	1045		

BUICK—8-cyl. 127 W. B.
33-60 Series

Special Coupe	1,270	Con. Coupe	1,365
Sedan	1,310	Con. Phaeton	1,685
5 Coupe	1,310		

BUICK—8-cyl. 130 W. B.
33-80 Series

Sport Coupe	1,495	Con. Coupe	1,575
5 Coupe	1,540	Con. Phaeton	1,845
Sedan	1,570		

BUICK—8-cyl. 138 W. B.
33-90 Series

5 Coupe	1,785	7 Sedan	1,955
5 Sedan	1,805	7 Limousine	2,055
5 Cl. Cpl. Sedan	1,820		

CADILLAC V-8—8-cyl. 124 W. B.
Series 355-C. Body by Fisher

2 Coupe	2,695	2 Conv. Coupe	2,745
2 Roadster	2,795		

CADILLAC V-8—8-cyl. 140 W. B.
Body by Fisher

5 Sedan	2,895	7 Sedan	3,045
5 Phaeton	2,895	7 Imperial	3,195
5 Coupe	2,895	5 A.W. Phaeton	3,395
5 Town Sedan	2,995		

CADILLAC V-8—8-cyl. 140 W. B.
Body by Fleetwood

5 Sedan	3,295	5 Town Cab.	3,995
7 Sedan	3,445	7 Town Cab.	4,145
7 Limousine	3,645	7 Lim. Brough.	4,145

CADILLAC V-12—12-cyl. 134 W. B.
Series 370-C. Body by Fisher

2 Coupe	3,395	2 Conv. Coupe	3,545
2 Roadster	3,495		

CADILLAC V-12—12 cyl. 140 W. B.
Body by Fisher

5 Sedan	3,595	7 Sedan	3,745
5 Phaeton	3,595	7 Imperial	3,895
5 Coupe	3,595	5 A.W. Phaeton	4,095
5 Town Sedan	3,695		

CADILLAC V-12—12-cyl. 140 W. B.
Body by Fleetwood

5 Sedan	3,995	5 Town Cab.	4,695
7 Sedan	4,145	7 Town Cab.	4,845
7 Limousine	4,345	7 Lim. Brough.	4,845

CADILLAC V-16—16-cyl. 140 W. B.
Series 452-C. Body by Fleetwood

5 Sedan	6,250	Town Cabriolet	
7 Sedan	6,400	(Opera Seats)	6,850
7 Limousine	6,600	Town Cabriolet	6,850
		7 Lim. Brough.	6,850

CHEVROLET—6-cyl. 107 W. B.
Standard 6

2 Business Coupe	445	2-4 Coupe (R.S.)	475
5 Two-dr. Sedan	435		

CHEVROLET—6-cyl. 110 W. B.
Master 6

Sport Roadster	485	Sport Coupe	535
Coupe	465	Sedan	565
Coach	515	Cabriolet	565
Phaeton	515		

CHRYSLER—6-cyl. 117 W. B.

2 Business Coupe	795	5 Sedan	845
4 Brougham	795	4 Con. Coupe	885
4 Coupe (R.S.)	835	5 Con. Sedan	1,055

CHRYSLER—8-cyl. 120 W. B.
Royal Eight Models

2 Business Coupe	945	4 Con. Coupe	1,035
2-4 Coupe (R.S.)	985	5 Con. Sedan	1,195
5 Sedan	995		

CHRYSLER—8-cyl. 126 W. B.
Imperial Eight Models

2-4 Coupe (R.S.)	1,355	2-4 Con. Coupe	1,425
5 Coupe	1,395	5 Con. Sedan	1,595
5 Sedan	1,395		

CHRYSLER—8-cyl. 146 W. B.
Custom Imperial

5 Cl. Cpl. Sedan	2,895	2-4 Con. Road	3,295
7 Sedan	3,095	5 Phaeton	3,395
7 Sed. Limous.	3,295		

CONTINENTAL—4-cyl. 101½ W. B.
Beacon Models

2 Roadster	355	2-dr. Sedan	380
Coupe	380	4-dr. Sedan	395

CONTINENTAL—6-cyl. 107 W. B.
Flyer Models

Roadster	450	2-dr. Sedan	510
Coupe	490	4-dr. Sedan	535

CONTINENTAL—6-cyl. 114 W. B.
Ace Models

Coupe (R.S.)	725	De Luxe Sedan	815
Stand. Sedan	745		

DE SOTO—6-cyl. 114¾ W. B.
Standard Models

2 Business Coupe	695	2-4 Coupe (R.S.)	735
5 Brougham	695	5 4-dr. Sedan	765

DE SOTO—6-cyl. 114¾ W. B.
Custom Models

5 Spl. Brougham	735	2-4 Con. Coupe (R.S.)	845
2-4 Cust. Coupe	780	5 Con. Sedan	975
5 Sedan	835		

DODGE—6-Cyl. 115 W. B.
D. P. Models

2 Bus. Coupe (5 wire wheels, R.M.)	595	5 Salon Brougham (5 Chrome Steel Spoke Wheels, R. M.)	685
5 2-dr. Sedan (5 Wire Wheels, R. M.)	630	2-4 Conv. Coupe (5 Wood Wheels, R. M.)	695
5 2-dr. Sedan (5 Wood Wheels, R. M.)	635	2-4 Conv. Coupe (5 Wire Wheels, R.M.)	695
2-4 Coupe (R.S.) (5 Wood Wheels, R. M.)	640	5-4 dr. Sedan (5 Wood Wheels, 1 F. W.)	700
5 Salon Brougham (5 Wood Wheels, R. M.)	680	2-4 Conv. Coupe (5 Chrome Steel Spoke Wheels, R.M.)	720
5 Salon Brougham (5 Wire Wheels, R. M.)	660	2-4 Conv. Coupe (6 Wood Wheels, 2 F. W.)	725
2-4 Coupe (R. S.) (5 Chrome Steel Spoke Wheels, R. M.)	665	2-4 Conv. Coupe (6 Wire Wheels, 2 F. W.)	725
2-4 Coupe (R.S.) (6 Wood Wheels, 2 F. W.)	670	5 4-dr. Sedan (6 Chrome Steel Spoke Wheels, 2 F. W.)	741
2-4 Coupe (R.S.) (6 Wire Wheels, 2 F. W.)	670	5 De luxe Salon Brougham (6 Chrome Steel Spoke Wheels, 2 F. W.)	775

DODGE—8-cyl. 122 W. B.
D. O. Models

2-4 Coupe (R. S.) (6 Wood Wheels, 2 F. W.)	1150	5 4-Dr. Sedan (6 Wood Whe-ls, 2 F. W.)	1180
5 Coupe (6 Wood Wheels, 2 F. W.)	1180	5 4-Dr. Sedan (6 Chrome Steel Spoke Wheels, 2 F. W.)	1220

ESSEX—6-cyl. 106 W. B.
Terraplane Standard Models

2 Roadster	425	4 Coupe (R. S.)	535
2 Coupe	485	5 Sedan	555
5 Coach	505		

ESSEX—6-cyl. 106 W. B.
Terraplane Special Models

4 Roadster	525	5 Sedan	595
5 Coach	545	4 Con. Coupe	595
4 Coupe (R.S.)	570		

ESSEX—8-cyl. 113 W. B.
Terraplane Eight Models

2 Roadster	565	4 Coupe (R.S.)	655
2 Coupe	615	5 Sedan	675
5 Coach	615	4 Con. Coupe	695

FORD—4-cyl. 112 W. B.
Model 40

2 Roadster	425	2 DeL Coupe, 5 windows	490
2 Coupe 3 win.	440	5 DeL Phaeton	495
2 Coupe 5 win.	440	5 DeL Tudor Sedan	500
5 Phaeton	445	5 Fordor Sedan	510
2-4 Road. (R.S.)	450	2-4 DeL Coupe (RS) 3 windows	515
5 Tudor Sedan	450	2-4 DeL Coupe (R.S.) 5 win.	515
2-4 DeL Roadster	460	2-4 Cabriolet	535
2-4 Coupe (R.S.) 3 windows	465	4 Victoria	545
2-4 Coupe (R.S.) 5 windows	465	5 DeL Fordor Sedan	560
2 DeL Coupe, 3 windows	490		

FORD—V-8. 112 W. B.
Model 40

Roadster	475	De L. Phaeton	545
Coupe	490	De L. Tudor	550
Phaeton	495	Fordor	560
Tudor Sedan	500	Cabriolet	585
De L. Roadster	510	Victoria	595
De L. Coupe	540	De L. Fordor	610

FRANKLIN—6-cyl. 118 W. B.
Olympic Models—Series 18

5 Sedan	1385	4 Conv. Coupe	1500
2 Coupe	1385		

FRANKLIN—6-cyl. 132 W. B.
Series 16-B

5 Sedan	1935	Oxford Sedan	1985
Club Sedan	1985	7 Sedan	2135

FRANKLIN—12-cyl. 144 W. B.
Series 17

5 Sedan	2685	7 Sedan	2985
5 Club Brough	2685	7 Limousine	3185

GRAHAM—6-cy. 113 W. B.
Standard Models

2 Coupe	745	5 Sedan	795
4 Coupe (R.S.)	795	4 Conv. Coupe	835

GRAHAM—8-cyl. 119 W. B.
Standard Models

2 Coupe	845	5 Sedan	895
4 Coupe (R.S.)	895	4 Con. Coupe	935

GRAHAM—8-cyl. 123 W. B.
Custom Models

2 Coupe	1045	5 Sedan	1095
4 Coupe (R.S.)	1095		

HUDSON—6-cl. 113 W. B.
Super-Six Models

2 Bus. Coupe	695	5 Phaeton	765
5 Coach	695	5 Sedan	765
2-4 Coupe (R.S.)	735	2-4 Con. Coupe	845

HUDSON—8-cyl. 119 W. B.
Standard Eight Models

5 Coach	975	5 Sedan	1045
2-4 Coupe	995	2-4 Con. Coupe	1145

HUDSON—8-cyl. 132 W. B.
Major Eight Models

5 4-dr. Touring Sedan	1250	5 Club Sedan	1350
5 Brougham	1350	7 Sedan	1350

HUPMOBILE—6-cyl. 121 W. B.

5 Sedan	995	Victoria	1060
2-4 Coupe (R.S.)	995	Cabriolet	1095

HUPMOBILE—8-cyl. 122 W. B.

Coupe	1195	Victoria	1260
5 Sedan	1195	Cabriolet	1295

HUPMOBILE—8-cyl. 126 W. B.

5 Sedan	1445	Victoria	1510
Coupe	1445	Cabriolet	1545

LA SALLE V-8—8-cyl. 120 W. B.
Series 345-C. Body by Fisher

5 Sedan	2245	2 Conv. Coupe	2395
2 Coupe	2245	5 Town Coupe	2395

LA SALLE V-8—8-cyl. 136 W. B.
Body by Fisher

5 Town Sedan	2495	7 Imperial	2645
7 Sedan	2495		

LINCOLN—12-cyl. 136 W. B.

2 Roadster	2700	2 Con. Roadster (R. S.)	3200
4 Phaeton	3000	7 Touring	3200
Town Sedan	3100	7 Sedan	3300
2 Coupe	3100	7 Limousine	3350
5 Victoria	3200		
5 Sedan	3200		
4 Phaeton (with Tonneau Cowl and Wind-shield)	3200		

LINCOLN—12-cyl. 145 W. B.

4 Phaeton	4200	2 Coupe (Judkins)	5000
7 Touring	4300	Berline (Judkins) (2 and 3 window)	5500
5 Coupe	4300	7 Limousine (Willoughby)	5700
4 Town Sedan (3 window)	4400	Con. Coupe (Brunn)	5700
4 Town Sedan (5 window)	4400	7 Sed. Limousine (Judkins)	5800
4 Phaeton (with Tonneau Cowl and Wind-shield)	4400	5 Con. Sedan (Dietrich)	6100
5 Sedan	4500	5 Cab. (Brunn) (Semi or Non-Col)	6000
2 Con. Roadster (R. S.) (Le Baron)	4500	7 Brougham (Brunn)	6900
7 Sedan	4600	Panel Brougham (Willoughby)	7000
7 Limousine	4600		
2 Coupe (Dietrich)	4900		

MARMON—16-cyl. 145 W. B.

5 Sedan	4825	7 Con. Coupe	4975
2 Coupe	4825	7 Sedan	4975
5 Cl. Cpl. Sedan	4925	5 Con. Sedan	5075
5 Coupe	4925	7 Limousine	5175

NASH—6-cyl. 116 W. B.
Big Six Models

5 4-dr. 4-window Sedan	695	2-4 Coupe (R.S.)	745
2 Coupe	725	5 4-dr. 6-window Sedan	745

NASH—8-cyl. 116 W. B.
Standard Eight Models

2 Coupe	830	5 4-dr. 6-window Sedan	845
5 4-dr. 4-window Sedan	830	2-4 Coupe (R.S.)	845
		2-4 Conv. Road.	900

NASH—8-cyl. 121 W. B.
Special Eight Models

2 Coupe	965	2-4 Coupe (R.S.)	1015
5 4-dr. 4-window Town Sedan	975	2-4 Con. Road.	1055
5 4-dr. 6-window Sedan	1015	5 2-dr. Conv. Sedan	1095

NASH—8-cyl. 128 W. B.
Advanced Twin Ignition Eight Models

2 Coupe	1255	2-4 Conv. Road.	1395
2-4 Coupe (R.S.)	1275	5 Victoria	1395
5 4-dr. 6-window Sedan	1320	5 4-dr. Conv. Sedan	1575

NASH—8-cyl. 132-142 W. B.
Ambassador Twin Ignition Models

2-4 Coupe (R.S.)	1545	5 4-dr. 4-window Brougham	1820
5 4-dr. 6-window Sedan	1575	5 4-dr. Conv. Sedan	1875
2-4 Conv. Road.	1645	7 4-dr. Sedan	1955
6 Victoria	1785	7 4-dr. Limou	2055
5 4-dr. 6-window Sedan	1855		

OLDSMOBILE—6-cyl. 115 W. B.

Business Coupe	745	5 Sedan	825
5 Coupe	745	Conv. Coupe	825
Touring Coupe	775	Touring Sedan	855
Sport Coupe	780		

OLSMOBILE—8-cyl. 110 W. B.

Business Coupe	845	5 Sedan	925
5 Coupe	845	Conv. Coupe	925
Touring Coupe	875	Touring Sedan	955
Sport Coupe	880		

PACKARD—8-cyl. 127½ W. B.

5 Sedan	2150	Coupe Sedan	2190
2 Coupe	2190	Coupe Roadster	2250

PACKARD—8-cyl. 136 W. B.

2 Coupe	2350	5 Coupe	2440
5 Phaeton	2370	7 Sedan	2445
5 Sedan	2385	7 Limousine	2550
Club Sedan	2390	Con. Victoria	2780
7 Touring	2390	Con. Sedan	2390

PACKARD—8-cyl. 135 W. B.
Super Eight Model

5 Sedan	2750

PACKARD—8-cyl. 142 W. B.
Super Eight Model

2 Coupe	2780	7 Sedan	3090
Coupe Roadster	2870	5 Spt. Phaeton	3150
5 Phaeton	2890	7 Limousine	3280
Club Sedan	2975	Conv. Victoria	3440
5 Coupe	2980	Conv. Sedan	3590
5 Tourer	2980		

PACKARD—12-cyl. 142 W. B.

2 Coupe	3720	5 Coupe	3890
5 Phaeton	3790	Spt. Phaeton	4090
Coupe Roadster	3850	Cont. Victoria	4490
5 Sedan	3860	Conv. Sedan	4650
Club Sedan	3890		

PACKARD—12-cyl. 147 W. B.

7 Sedan	4085	7 Limousine	4285

PACKARD—12-cyl. 147 W. B.
Custom Models

Spt. Phaeton (Dietrich)	5875	Con. Sedan (Dietrich)	6570
Sta. Coupe (Dietrich)	6000	Formal Sedan (Dietrich)	7000
Con. Victoria (Dietrich)	6070	A. W. Cabriolet (Le Baron)	7000
Con. Runabout (Dietrich)	6085	A. W. Town Car (Le Baron)	7500

PIERCE-ARROW—8-cyl. 130 W. B.
Standard Models

2 Club Brougham (Trunk on rear)	2385	5 Sedan	2575
		5 Club Sedan	2695

PIERCE-ARROW—8-cyl. 136 W. B.
Salon Models

Club Brougham (Trunk on rear)	2550	5 Sedan	2740
		5 Club Sedan	2860

PIERCE-ARROW—8-cyl. 139 W. B.
Standard Models

7 Sedan	2850	7 En. Dr. Lim.	2975

PIERCE-ARROW—8-cyl. 139 W. B.
Salon Models

7 Sedan	3015	7 En. Dr. Lim.	3140

PIERCE-ARROW—12-cyl. 136 W. B.
1236 Standard Models

5 Club Brougham (Trunk on rear)	2755	5 Sedan	2975
		5 Club Sedan	3095

PIERCE-ARROW—12-cyl. 139 W. B.
1236 Standard Models

7 Sedan	3250	7 En. Dr. Lim.	3375

PIERCE-ARROW—12-cyl. 137 W. B.
1242 Custom Models

5 Club Brougham (trunk on rear)	3650	5 Tourer	3950
5 Sedan	3785	5 Spt. Phaeton (ton. windsc'n)	4150
2-4 Coupe (R.S.)	3785	5 Club Berline (trunk on rear)	4150
Con. Coupe Roadster (R. S.)	3900	5 Con. Sedan (trunk on rear)	4250
5 Club Sedan (trunk on rear)	3950		

PIERCE-ARROW—12-cyl. 142 W. B.
1242 Custom Models

7 Sedan	3985	7 Tourer	4250
7 En. Dr. Lim.	4250		

PIERCE-ARROW—12-cyl. 142 W. B.
1247 Custom Models

5 Sedan	4295	5 Club Berline (trunk on rear)	4600
5 Club Sedan (trunk on rear)	4400		

PIERCE-ARROW—12-cyl. 147 W. B.
1247 Custom Models

7 Sedan	4535	Town Brougham (small ¼ windows) (Brunn)	6700
7 En. Dr. Lim.	4800	Town Brougham (large ¼ windows) (Brunn)	6700
Con. Victoria (Le Baron)	5200		
Coupe (metal back) (Le Baron)	5300	Town Car (stationary rear quarter) (Brunn)	6700
Coupe (leather back) (Le Ba'n)	5600		
Club Sedan (Le Baron)	5700	Town Cabriolet (collapsible rear quarter) (Brunn)	7200
Con. Sedan (Le Baron)	5700		
Con. Sedan with partition (Le Baron)	6100	En. Dr. Brougham (limousine front) (Brunn)	7200
En. Dr. Limousine (Le Baron)	6200		

PLYMOUTH—6-cyl. 107 W. B.
Standard Series

2 Stan. Coupe	495	2-4 Spt. Cp. (RS)	528
5 2-dr. Sedan	505	5 Sedan	545
		2-4 Con. Coupe	565

PLYMOUTH—6 cyl. 112 W. B.
De Luxe Series

2 Coupe	495	5-4 dr Sedan	575
5 2-dr. Sedan	525	2-4 Conv. Coupe	585
2-4 Coupe (R.S.)	545		

PONTIAC—8-cyl. 115 W. B.

2 Roadster	585	2-dr. Tour. Sedan	675
5 2-dr. Sedan	635	2-4 Con. Coupe	695
2 Stan. Coupe	635	4-dr. Sedan	695
4 Coupe (R.S.)	670		

REO—6-cyl. 117½ W. B.
Flying Cloud Models

Stan. Sedan	995	Flite Sedan	1060
Stan. Coupe	995	Flite Coupe	1090
St. Con. Coupe	1045	Flite Con. Coupe	1140

REO—8-cyl. 121 W. B.
Royale Models

Stan. Sedan	1745	Flite Sedan	1845
Stan. Victoria	1745	Flite Victoria	1845
Stan. Coupe	1745	Flite Coupe	1845

ROCKNE—6-cyl. 110 W. B.
Standard Models

5 Coach	585	4 Coupe	620
2 Coupe	585	4 Conv. Roadster	675
5 Sedan	615	5 Conv. Sedan	695

ROCKNE—6-cyl. 110 W. B.
De Luxe Models

5 Coach	630	4 Coupe	665
2 Coupe	630	4 Conv. Roadster	720
5 Sedan	660	5 Conv. Sedan	740

STUDEBAKER—6-cyl. 117 W. B.
Series 6-56

2 Coupe	840	5 Con. Sedan	1010
4 Coupe	890	5 Regal St. Regis Brougham	1020
4 Roadster	915	4 Regal Con. Roadster	1020
5 Sedan	915	5 St. Regis Brougham	915
5 Regal Coupe	945	5 Regal Con.	
4 Regal Coupe	995	Sedan	1120

STUDEBAKER—8-cyl. 117 W. B.
Commander 8-73

Coupe	1000	5 Regal St. Regis Brougham	1180
4 Coupe	1050	5 Regal Sedan	1180
5 St. Regis Brougham	1075	5 Con. Sedan	1185
5 Sedan	1075	4 Regal Con. Roadster	1200
4 Con. Roadster	1095	Regal Coupe	1105
4 Regal Con. Sedan	1300		
Regal Coupe	1155		

STUDEBAKER—8-cyl. 125 W. B.
President 8-82

4 Coupe	1325	4 State Con. Roadster	1490
5 St. Regis Brougham	1385	5 State Sedan	1490
4 Con. Roadster	1385	5 Con. Sedan	1545
5 Sedan	1385	State Con. Sedan	1650
4 State Coupe	1430		
5 State St. Regis Brougham	1490		

STUDEBAKER—8-cyl. 135 W. B.
President 8-92

4 Coupe	1625	5 State Sedan	1720
5 St. Regis Brougham	1585	7 Sedan	1835
4 Con. Roadster	1685	5 Con. Sedan	1855
5 Sedan	1685	7 Limousine	1935
4 State Coupe	1730	7 State Sedan	1940
5 State St. Regis Brougham	1790	5 State Con. Sedan	1960
4 State Con. Roadster	1790	7 State Limousine	2040

STUTZ—6-cyl. 127½ W. B.
LAA Models

5 Coupe	1995	5 Club Sedan	1995
5 Sedan	1995	Cabriolet Coupe	2285
2 Coupe	1995		

STUTZ—8-cyl. 134½ W. B.
SV-16 Challenger Series

5 Coupe	2495	2 Speedster	2880
5 Sedan	2780	Cabriolet Coupe	2880
2 Coupe	2780	Torpedo Sp'dster	2880
Club Sedan	2880		

STUTZ—8-cyl. 145 W. B.
SV-16 Challenger Series

7 Sedan	3245	Cabriolet Coupe	3445
7 Limousine	3445	5 Conv. Sedan	3495

STUTZ—8-cyl. 134½ W. B.
DV-32 Challenger Series

5 Coupe	3195	5 Club Sedan	3580
5 Sedan	3480	Cabriolet Coupe	3680
2 Coupe	3480	Torpedo Sp'dster	3680
2 Speedster	3580		

STUTZ—8-cyl. 145 W. B.
DV-32 Challenger Series

7 Sedan	3945	7 Limousine	4145
Cabriolet Coupe	4145	5 Conv. Sedan	4195

WILLYS—4-cyl. 158 O. A.*

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MAJOR SPECIFICATIONS AND MECHANICAL DETAILS

CORRECTED THE DAY SPECIFICATION CHANGES ARE MADE

MAKE AND MODEL	Weight—5-P. Sedan	Wheel Base	Engine Make	Cooling System Thermostat	Valve Arrangement	Cylinders	Bore and Stroke	Piston Disp.	Compression Ratio	Tax H. P.	Brake H. P. and Peak R. P. M.	Piston Make or Material	No. Main Br'gs	Oil Purifier	Fuel Cleaner	Air Cleaner	Carburetor	Carburetor Heat Control	Camshaft Drive	Ignition System
Auburn 8-101	3678	127	Lyc	Dole	L	8	3 x4¾	268.6	5.26	28.8	100@3400	*Alum	5	Pur-F	No	AC	Str	Man	Chain	Del-R
Auburn 8-105	4043	127	Lyc	Dole	L	8	3 x4¾	268.6	5.26	28.8	100@3400	*Alum	5	Pur-F	No	AC	Str	Auto	Chain	Del-R
Auburn 12-161	4465	133	Lyc	Dole	H	12	3⅛x4¼	391.1	5.50	46.8	160@3400	*Alum	4	Lyc	Ste	AC	Str	Man	Link	Del-R
Auburn 12-165	4955	133	Lyc	Dole	H	12	3⅛x4¼	391.1	5.50	46.8	160@3400	*Alum	4	Lyc	Ste	AC	Str	Man	Link	Del-R
Austin	§1120	75	Own	No	L	4	2.2x3	45.6	5.10	7.80	13@3400	Alum	2	No	No	No	Til	——	Gear	Aut-L
Buick 33-50	3705	119	Own	Har	O	8	2⅞x4¼	230.4	5.25	27.6	86@3200	†CI	5	AC	AC	AC	Mar	Auto	Tex	Del-R
Buick-33-60	4115	127	Own	Har	O	8	3⅛x4⅝	272.6	5.25	30.0	97@3200	†CI	5	AC	AC	AC	Mar	Auto	Tex	Del-R
Buick 33-80	4505	130	Own	Har	O	8	3⅜x5	344.8	4.80	35.1	113@3200	†CI	5	AC	AC	AC	Mar	Auto	Tex	Del-R
Buick 33-90	4645	138	Own	Har	O	8	3⅜x5	344.8	4.80	35.1	113@3200	†CI	5	AC	AC	AC	Mar	Auto	Tex	Del-R
Cadillac V-8—355 C	5015	134-140	Own	No	L	8	3⅜x4⅛	353.0	5.40	36.4	115@3000	†CI	3	AC	AC	AC	Own	No	Morse	Del-R
Cadillac V-12—370 C	5395	134-140	Own	No	O	12	3⅛x4	368.0	5.60	46.9	135@3400	†CI	4	Cuno	AC	AC	DL-2	No	Morse	Del-R
Cadillac V-16—452 C	5785	143-149	Own	No	O	16	3 x4	452.0	5.70	57.5	165@3400	CI	5	Cuno	AC	AC	DL-2	No	Morse	Del-R
Chevrolet Master 6	2895	110	Own	No	O	6	3⅛x4	206.8	5.20	26.3	65@2800	CI	3	No	AC	AC	Car	Auto	Gear	Del-R
Chevrolet Standard 6	§§2425	107	Own	No	O	6	3⅛x3½	180.9	5.20	26.3	60@3000	CI	3	—	—	Yes	Car	Man	Gear	Del-R
Chrysler Six	3113	117	§Own	B&B	L	6	3¼x4½	224.0	5.35	25.3	83@3400	Alum	4	Pur	AC	AC	*Str	Auto	Morse	Del-R
Chrysler Royal 8	3473	120	§Own	B&B	L	8	3¼x4⅛	273.8	5.20	33.8	90@3400	Alum	5	Pur	AC	AC	*Str	Auto	Morse	Del-R
Chrysler Imperial 8	†3864	126	§Own	Pines	L	8	3¼x4½	298.6	6.20	33.8	108@3400	Alum	5	Pur	AC	AC	*Str	Auto	Morse	Del-R
Chrysler Imp. Cust. Eight	——	146	Own	Pines	L	8	3½x5	384.8	5.80	39.2	135@3200	*Alum	9	Pur	AC	AC	*Str	Auto	Morse	Del-R
Continental Beacon	2160	101½	Own	Dole	L	4	3⅜x4	143.1	5.05	18.2	40@2700	CI	3	No	AC	Hol	Mar	No	Link	Aut-L
Continental Flyer	——	107	Own	Dole	L	6	3 x4	169.6	5.21	21.6	65@3500	CI	4	No	AC	Hol	Mar	No	Link	Aut-L
Continental Ace	——	114	Own	Dole	L	6	3⅜x4	214.7	5.23	27.3	86@3600	Alum	4	AC-F	AC	AC	Til	——	Morse	Aut-L
De Soto Six	——	114⅜	§Own	B&B	L	6	3¼x4⅜	217.8	5.35	25.3	79@3400	Alum	4	Pur	AC	AC	**B&B	Auto	Morse	Del-R
Dodge D. P. Six	2683	115	§Own	B&B	L	6	3⅛x4⅜	201.3	5.50	23.4	75@3600	*Alum	4	Pur	AC	AC	Str	Auto	Morse	Del-R
Dodge D. O. Eight	3576	122	§Own	B&B	L	8	3¼x4¼	282.1	6.20	33.8	92@3400	Alum	5	Pur	AC	AC	*Str	Auto	Morse	Del-R
Essex Terraplane 6	2330	106-113	Own	Th-Sy	L	6	2⅞x4¾	193.0	5.80	20.7	70@3200	Alum	3	No	AC	Bur	Car	Man	Tex	Aut-L
Essex Terraplane 8	2640	113	Own	Th-Sy	L	8	2⅞x4½	243.9	5.80	27.6	94@3200	Alum	5	No	AC	Mon	*Car	Man	Tex	Aut-L
Ford A Model 46	2332	112	Own	No	L	4	3⅞x4¼	200.5	4.60	24.0	50@2800	Alum	3	No	Own	No	Zen	No	Var-G	Aut-L
Ford V-8 Model 40	2575	112	Own	No	L	8	3⅛x3¾	221.0	6.33	30.0	82@3900	Alum	3	No	Own	No	DL	No	Var-G	Own
Franklin Series 16	4403	132	Own	O-S	O	6	3½x4¾	274.0	5.12	29.4	100@3100	*Alum	7	Pur	AC	AC	Str	No	Chain	Del-R
Franklin Series 17	5640	144	Own	O-S	O	12	3¼x4	398.0	5.12	50.7	150@3100	*Alum	7	Pur	AC	AC	Str	No	Link	Del-R
Franklin Olympic Series 18	3625	118	Own	O-S	O	6	3½x4¾	274.0	5.12	29.4	100@3100	*Alum	7	Pur	AC	AC	Str	No	Chain	Del-R
Graham Standard Six	3265	113	Own	Dole	L	6	3¼x4½	224.0	6.50	25.3	85@3400	*Alum	7	—	AC	AC	DL	Man	Link	Del-R
Graham Stand.-Cust. Eight	‡‡	119-123	Own	Dole	L	8	3⅛x4	245.4	6.50	31.2	95@3400	*Alum	5	AC	AC	AC	DL	Man	Link	Del-R
Hudson Super Six	2980	113	Own	Th-Sy	L	6	2⅞x4¾	193.0	6.20	20.7	73@3200	Alum	3	No	AC	AC	Mar	Man	Tex	Aut-L
Hudson Eight	3345	119-132	Own	Th-Sy	L	8	3 x4½	254.1	5.80	28.8	101@3600	Alum	5	No	Ste	AC	Mar	Auto	Morse	Aut-L
Hupmobile 321	3350	121	Own	B&B	L	6	3⅜x4¼	228.1	5.75	27.3	90@3400	*Alum	4	Han	Ste	AC	Car	Man	Chain	Aut-L
Hupmobile 322	3550	122	Own	B&B	L	8	3 x4⅝	261.5	5.47	28.8	93@3600	Alum	5	Pur	Ste	AC	Str	Man	Morse	Aut-L
Hupmobile 326	3785	126	Own	B&B	L	8	3⅛x4¾	303.2	5.34	32.5	109@3500	Alum	5	Pur	Ste	AC	Str	Man	Morse	Aut-L
La Salle V-8—345 C	4860	130-136	Own	None	L	8	3⅜x4⅛	353.0	5.40	36.4	115@3000	†CI	3	AC	AC	AC	Own	No	Morse	Del-R
Lincoln V-12	5270	136	Own	—	L	12	3 x4½	381.7	5.50	43.2	125@3400	Alum	4	No	AC	AC	Str-2	No	Chain	Aut-L
Lincoln V-12	5790	145	Own	—	L	12	3¼x4½	448.0	5.25	50.7	150@3400	Alum	7	No	AC	AC	Str-2	No	Chain	Aut-L
Marmon Sixteen	5360	145	Own	Pines	O	16	3⅛x4	490.8	5.75	62.5	200@3400	Alum	5	AC-F	AC	AC	Str	Man	Diam	Del-R
Nash Big Six	——	116	Own	B&B	L	6	3¼x4⅜	217.7	5.30	25.3	75@3200	Alum	7	Yes	Yes	Yes	Str	Auto	Chain	Aut-L
Nash Standard Eight	3200	116	Own	B&B	L	8	3 x4⅜	247.4	5.10	28.8	80@3200	Alum	9	Yes	Yes	Yes	Str	Auto	Chain	Aut-L
Nash Special Eight	3400	121	Own	B&B	L	8	3 x4⅜	247.4	5.10	28.8	85@3200	Alum	9	Yes	Yes	Yes	Str	Man	Chain	Aut-L
Nash Adv. Twin Ignition 8	3870	128	Own	B&B	O	8	3⅛x4¼	260.8	5.25	31.2	100@3400	Alum	9	Yes	Yes	Yes	Str	Man	Chain	*Aut-L
Nash Am. Twin Ignition 8	*	133-142	Own	B&B	O	8	3⅜x4½	322.0	5.25	36.4	125@3600	Alum	9	Yes	Yes	Yes	Str	Man	Chain	*Aut-L
Oldsmobile Six	3110	115	Own	Har	L	6	3⅜x4⅛	221.4	5.30	27.3	80@3200	†CI	4	AC	AC	AC	*Str	Auto	Chain	Del-R
Oldsmobile Eight	——	119	Own	Har	L	8	3 x4¼	240.3	5.50	28.8	90@3350	†CI	5	AC	AC	AC	*Str	Auto	Chain	Del-R
Packard Eight	4900	136	Own	Pines	L	8	3⅞x5	320.0	6.00	32.5	120@3200	*Alum	9	Yes	Yes	AC	*Str-2	Auto	Morse	NE
Packard Super Eight	5125	142	Own	Pines	L	8	3½x5	384.8	6.00	39.2	145@3200	*Alum	9	Yes	Yes	AC	*Str-2	Auto	Morse	NE
Packard Twelve	5700	147	Own	Pines	L	12	3⅞x4	445.5	6.00	56.7	160@3200	*Alum	4	Yes	Yes	AC	*Str-2	No	Chain	NE
Pierce-Arrow 836	4660	136-139	Own	Pines	L	8	3½x4¾	366.0	5.50	39.2	135@3400	*Alum	9	Pur-F	Ste	AC	Str	Auto	Chain	Del-R
Pierce-Arrow 1236	4892	136-139	Own	Pines	L	12	3⅜x4	429.0	6.10	54.6	160@3400	*Alum	7	Pur-F	Ste	AC	Str	Auto	Chain	Del-R
Pierce-Arrow 1242-7	——	137-142-7	Own	Pines	L	12	3½x4	462.0	6.00	58.8	175@3400	*Alum	7	Pur-F	Ste	AC	Str	Auto	Chain	Del-R
Plymouth Six	2523	112	§Own	—	L	6	3⅛x4⅛	189.8	5.50	23.4	70@3600	Alum	4	Yes	Yes	Yes	*B&B	Auto	Morse	Del-R
Pontiac Straight Eight	2935	115	Own	Own	L	8	3⅛x3½	223.4	5.70	32.6	75@3600	†CI	5	No	AC	AC	Car	Auto	Morse	Del-R
Reo Flying Cloud	3540	117½	Own	Dole	L	6	3⅜x5	268.0	5.30	27.3	85@3200	Alum	7	Pur	AC	—	*Str	Auto	Morse	Del-R
Reo Royale	4725	131	Own	Dole	L	8	3⅜x5	358.0	5.30	36.4	125@3300	Alum	9	Han	AC	—	*Sch	Man	Morse	Del-R
Rockne Six Model 10	2675	110	Own	Dole	L	6	3⅛x4⅛	189.8	5.50	23.4	70@3200	†CI	4	No	AC	No	Str	Man	Morse	Aut-L
Studebaker 6-56	3310	117	Own	B&B	L	6	3¼x4⅝	230.0	5.50	25.4	85@3200	†CI	4	No	Ste	AC	*Str	Auto	Cel	Del-R
Studebaker Com. 8-73	3385	117	Own	B&B	L	8	3⅛x4	236.0	5.50	30.0	100@3800	†CI	9	Pur	Ste	UN	*Str	Auto	Cel	Del-R
Studebaker President 8-82	3640	125	Own	B&B	L	8	3⅛x4¼	250.0	5.50	30.0	110@3600	*Alum	9	Pur	AC	UN	*Str	Auto	Cel	Del-R
Studeb'r Pres. Spdw. 8-92	4380	135	Own	B&B	L	8	3½x4⅜	337.0	5.50	39.2	132@3400	*Alum	9	Han	AC	UN	*Str	Auto	Cel	Del-R
Stutz LAA	4383	127½	Own	Pines	O	6	3⅜x4½	241.5	5.50	27.3	85@3150	*Alum	7	Un	AC	Pur	Zen	Man	Link	Del-R
Stutz SV-16	4885	134½-145	Own	Pines	O	8	3⅜x4½	322.0	5.50	36.4	113@3300	*Alum	9	AM	AC	Pur	Zen	Man	Link	Del-R
Stutz DV-32	*5281	134½-145	Own	Pines	O	8	3⅜x4½	322.0	5.00	36.4	156@3900	*Alum	9	AC	Ste	Pur	Str	Auto	Link	Del-R
Willys 77	——	——	§Own	None	L	4	3⅛x4⅜	134.2	5.13	15.6	48@3200	CI	3	—F	AC	AC	Til	Man	Chain	Aut-L
Willys 99	——	——	§Own	Var	L	6	3⅛x4⅛	213.3	5.00	26.3	80@3400	CI	4	—F	AC	AC	Til	Man	Link	Aut-L

BIG CITY SELLING PROBLEMS

(Continued from Page 5)

balance can be paid for so much per month.

Never make a contact without asking the owner if he knows of some one who may be interested in either a new car or used car.

Make your calls worth while and get as much out of them for yourself as you possibly can.

The next most important activity of retail salesmen is to establish a list of prospect getters who will receive pay for digging up prospects.

Prospect getters should be divided into two distinct groups—the one group consisting of people who give us prospects without receiving pay for them, and the other of people who are to receive pay.

Again we want to state that we do not feel it is necessary to pay relatives, persons with whom we do business, intimate friends and in many cases owners of our own cars for furnishing prospects, for the reason that you have built up a certain amount of good-will, and we recommend this source be worked to the limit, as it costs neither the dealer nor the salesman additional money for securing prospects.

Judgment must always be used to know when to offer a prospect getter a commission and when not to.

However, there is a distinct place for prospect getters to whom you pay a commission for getting prospects, and they should be people who come in contact with the public freely.

Garage men, parking lot attendants and filling station attendants are a particularly good source of prospect getters.

Salesmen should endeavor to secure prospect getters among such people as insurance men, salesmen of all kinds, shop foremen and persons in similar positions.

Salesmen should realize that prospect getters are good for approximately sixty to ninety days, for the reason that after a prospect getter has exhausted his relatives and intimate friends, his usefulness wears off. Therefore, the activity of securing new prospect getters must go on month after month.

We recommend prospect getters be asked to sign some form of contract, which will enumerate the basis of pay.

The salesman should explain to prospect getters how to qualify prospects so that he does not waste a lot of time making useless calls.

Unless a salesman is willing to contact with prospect getters regularly, as well as send them a list of used cars in stock and otherwise stimulate their interest, they will be of little use.

The dealer himself should cooperate by acknowledging receipt of the prospect getter contacts, the prospects received and in other ways endeavor to stimulate their activity.

So much has already been written and said about prospect getters that we will not take the time to discuss how to approach prospect getters and secure their interest, as it should be well known to our organization.

Occasionally a new car will be announced that strikes public imagination. Either its appearance, its performance, its price, or all three, will be so outstanding as to cause it to be a sensation for the time. The Pontiac for 1933 is this kind of car; that is why owners of other makes offer good possibilities.

We also have thousands and thousands of owners of higher prices and larger automobiles, endeavoring to adjust themselves to today's conditions, who are interested in transportation at lesser cost.

These people still have pride of ownership, they want performance, they want comfort, they want room. They are looking at the 1933 Pontiac with longing eyes, for the reason that it answers every one of their desires, including low price and cost of maintenance.

Then we have that vast army of owners who have always traded in their cars every year or two, who because of conditions have delayed their purchase and today their transportation is so worn out that a new motor car is almost a necessity.

We will now classify car owners in the order of their importance as possible prospects:

1. 1929, '30, '31 and '32 Oakland and Pontiac owners.

2. 1930, '31 and '32 Chevrolet owners; 1930, '31 and '32 Ford owners.

3. 1930 and '31 Plymouth owners; 1929, '30 and '31 Chryslers, Models 65 and 75; 1930 and '31 De Soto owners; 1929, '30 and '31 Oldsmobile owners.

4. 1929, '30 and '31, Nash owners; 1930 and 31, Dodge; 1928, '29 and '30, Buick; 1930 and '31, Studebaker, Dictator; 1930 and '31, Essex; 1929, '30 and '31, Hudson; 1929, '30 and '31, Graham-Paige; 1929, '30 and '31, Auburn.

5. 1926, '27, '28 and '29, Packard; 1926, '27, '28 and '29, La Salle; 1926, 27, '28 and '29, Cadillac; 1926, '27, '28 and '29, Lincoln; 1929, '30 and 31, Hupmobile; 1930 and '31, Willys-Knight, and all cars listed above older than shown.

If we agree that the above are good reasons for making contacts, and if we agree that we have before us a list of the most logical buyers, then we must adopt a plan that will permit us to come in contact with them, and we now propose to give our idea of how to go about this activity.

A complete list of such owners can easily be secured from your dealer. Having a list of this kind is one thing, but making use of it and getting sales from it is another.

There are three ways a list of this type can be worked effectively, namely, solicitation over the telephone, direct-by-mail and personal solicitation at the owner's home or office.

(To Be Continud)

OF PRESENT AMERICAN PASSENGER CAR CHASSIS

CORRECTED THE DAY SPECIFICATION CHANGES ARE MADE

MAKE AND MODEL	Generator and Starter	Automatic Starter	Clutch	Automatic Clutch Control	*Transmission Make	Free Wheeling Make	Universals	Rear Axle	Ratio	Final Drive—Type	BRAKES Make	BRAKES Type	BRAKES Amplifier	Steering Gear Make	SPRINGS Rear Type	SPRINGS Rear Length	Spring Shackles	Chassis Lubrication	Tires
Auburn 8-101	*Del-R	*B-S	Long	No	DG	LGS	U	Col ½	4.70	Sp	Mid	Mech	—	Ross	S	56¾	Own	Bijur	17x5.50
Auburn 8-105	*Del-R	*B-S	Long	No	DG	LGS	U	Col ½	3.40	Sp	Ben	Hyd	—	Ross	S	56¾	Own	Bijur	17x6.00
Auburn 12-161	*Del-R	*B-S	Long	No	DG	LGS	M	Col ½	4.08	Sp	Ben	Hyd	—	Ross	S	56¾	Own	Bijur	17x6.00
Auburn 12-165	*Del-R	*B-S	Long	No	DG	LGS	M	Col ½	3.04	Sp	Ben	Hyd	B-K	Ross	S	56¾	Own	Bijur	17x6.50
Austin	*Aut-L	—	Own	No	Own	None	S	Sal ½	5.25	Sp	Own	Mech	—	Own	Cant	22⅞	——	Al-Z	18x3.75
Buick 33-50	Del-R	—	Own	Ben	Own	None	O	Own ½	4.70	Sp	Own	Mech	—	Sag	S	56	Own	Al-Z	17x6.00
Buick 33-60	Del-R	—	Own	Ben	Own	None	O	Own ¾	4.60	Sp	Own	Mech	—	Sag	S	55¾	Own	Al-Z	17x6.50
Buick 33-80	Del-R	—	Own	Ben	Own	None	O	Own ¾	4.27	Sp	Own	Mech	—	Sag	S	58⅞	Own	Al-Z	17x7.00
Buick 33-90	Del-R	—	Own	Ben	Own	None	O	Own ¾	4.36	Sp	Own	Mech	—	Sag	S	58⅞	Own	Al-Z	17x7.00
Cadillac V-8—355 C	Del-R	No	Own	†Ben	Own	None	S	Own ¾	4.60	Sp	Own	Mech	B-K	Sag	S	58	Own	Alem	17x7.00
Cadillac V-12—370 C	Del-R	—	Own	†Ben	Own	None	S	Own ¾	4.80	Sp	Own	Mech	B-K	Sag	S	58	Own	Alem	17x7.50
Cadillac V-16—452 C	Del-R	—	Own	†Ben	Own	None	S	Own ¾	4.64	Sp	Own	Mech	B-K	Sag	S	60	Own	Alem	17x7.50
Chevrolet Master 6	Del-R	D-St	Own	No	Own	LGS	O	Own ½	4.11	Sp	Own	Mech	—	Sag	S	54	Tryon	Alem	18x5.25
Chevrolet Standard 6	*Del-R	No	Own	No	Own	None	O	Own ½	4.11	Sp	Own	Mech	—	Sag	S	54	——	——	17x5.25
Chrysler Six	Del-R	—	Borg	†Ben	Own	NP	U	Own ½	4.38	Sp	Lock	Hyd	—	Gem	S	53¾	Sil-U	Al-Z	17x5.50
Chrysler Royal 8	Del-R	—	Borg	Ben	Own	NP	U	Own ½	4.30	Sp	Lock	Hyd	—	Gem	S	53⅜	Sil-U	Al-Z	17x6.00
Chrysler Imperial 8	Del-R	—	Borg	Ben	Own	NP	U	Own ½	4.30	Sp	Lock	Hyd	B-K	Gem	S	54¾	——	Al-Z	17x6.50
Chrysler Imp. Cust. Eight	Del-R	—	Borg	Ben	Own	NP	U	Own ½	4.10	Sp	Lock	Hyd	B-K	Gem	S	57½	——	Al-Z	17x7.50
Continental Beacon	Aut-L	—	Rock	No	WG	——	S	NP ½	4.33	Sp	Mid	Mech	—	Sag	Cant-2	27 7/16	Sil-U	Al-Z	17x5.25
Continental Flyer	Aut-L	—	Rock	No	WG	——	S	NP ½	4.33	Sp	Mid	Mech	—	Sag	Cant-2	27 7/16	Sil-U	Al-Z	17x5.25
Continental Ace	Aut-L	—	Borg	Yes	WG	WG	S	NP ½	4.30	Sp	Mid	Mech	—	Ross	S	55½	——	Al-Z	17x5.50
De Soto Six	Del-R	—	Borg	†Ben	Own	NP	U	Own ½	4.38	Sp	Lock	Hyd	—	——	S	53⅜	Sil-U	Al-Z	17x5.50
Dodge Six	Del-R	—	Borg	†Ben	Own	NP	S	Own ½	4.38	Sp	Lock	Hyd	—	——	S	53½	Sil-U	Al-Z	16x6.00
Dodge Eight	Del-R	—	Borg	Ben	Own	NP	S	Own ½	4.30	Sp	Lock	Hyd	—	Gem	S	55	Sil-U	Al-Z	17x6.50
Essex Terraplane 6	*Aut-L	—	Own	Ben	Own	——	S	Own ½	4.59	Sp	Ben	Mech	—	Gem	S	48	Tryon	Alem	16x6.00
Essex Terraplane 8	*Aut-L	—	Own	Ben	Own	——	S	Own ½	4.59	Sp	Ben	Mech	—	Gem	S	48	——	Al-Z	16x6.00
Ford A Model 46	*Aut-L	—	Long	No	Own	——	O	Own ¾	4.11	Sp	Own	Mech	—	Gem	S-Tr	46	Own	Al-Z	17x5.50
Ford V-8 Model 40	*Aut-L	—	Long	No	Own	——	O	Own ¾	4.11	Sp	Own	Mech	—	Gem	S-Tr	46	Own	Al-Z	17x5.50
Franklin Series 16	Del-R	B-S	Br-L	No	WG	WG	S	Own ½	4.73	Sp	Lock	Hyd	—	Gem	F	—	——	Al-Z	19x6.50
Franklin Series 17	Del-R	—	Long	No	WG	WG	S	Own ½	4.45	Sp	Lock	Hyd	—	Ross	S	60	Fafnir	Al-Z	17x7.50
Franklin Olympic Series 18	Del-R	B-S	Long	No	WG	WG	S	Own ½	4.30	Sp	Lock	Hyd	—	Ross	S	55	Tryon	Al-Z	17x6.00
Graham Standard Six	Del-R	—	Long	—	WG	WG	S	Sal ½	4.27	Sp	Lock	Hyd	——	Ross	S	54	ERS	Al-Z	17x5.50
Graham Stand.-Cust. Eight	Del-R	—	Long	—	WG	WG	S	Sal ½	4.27	Sp	Lock	Hyd	——	Ross	S	54	ERS	Al-Z	17x6.00
Hudson Super Six	*Aut-L	B-S	Own	†Ben	Own	WG	S	Own ½	4.64	Sp	Ben	Mech	——	Gem	S	54⅛	Own	Alem	18x5.25
Hudson Eight	Aut-L	B-S	Own	Ben	Own	WG	S	Own ½	4.64	Sp	Ben	Mech	B-K	Gem	S	54⅛	Own	Alem	17x6.00
Hupmobile 321	*Aut-L	—	Borg	No	WG	WG	S	Sal ½	4.73	Hy	Mid	Mech	——	Ross	S	56	Sil-U	Al-Z	17x6.00
Hupmobile 322	*Aut-L	—	Borg	No	WG	WG	U	Own ½	4.36	Hy	Mid	Mech	——	Gem	S	57½	Rub	Al-Z	17x6.00
Hupmobile 326	*Aut-L	—	Long	No	DG	DG	U	Own ½	4.36	Hy	Mid	Mech	——	Gem	S	57½	Rub	Al-Z	17x6.50
La Salle V-8—345 C	Del-R	No	Own	†Ben	Own	No	S	Own ¾	4.60	Sp	Own	Mech	B-K	Sag	S	58	Own	Alem	17x7.00
Lincoln V-12	Aut-L	No	Long	No	Own	——	S	Tim F	4.58	Sp	Ben	Mech	B-K	Gem	S	58	Own	Alem	18x7.00
Lincoln V-12	Aut-L	No	Long	No	Own	Own	S	Tim F	4.58	Sp	Ben	Mech	B-K	Gem	S	62	Own	Alem	18x7.50
Marmon Sixteen	Del-R	—	Russ	No	Mun	No	S	Sal ½	3.78	Sp	Ben	Mech	B-K	Ross	S	59½	**	Al-Z	18x7.00
Nash Big Six	*Aut-L	B-S	Borg	No	Own	†DG	O	Own ½	4.70	Sp	Mid	Mech	——	Ross	S	54	Sil-U	Alem	17x5.50
Nash Standard Eight	*Aut-L	B-S	Borg	No	Own	DG	O	Own ½	4.44	Sp	Mid	Mech	——	Ross	S	54	Yes	Alem	17x5.50
Nash Special Eight	*Aut-L	B-S	Borg	No	Own	DG	O	Own ½	4.44	Sp	Mid	Mech	——	Ross	S	54	Rub	Alem	18x6.50
Nash Adv. Twin Ignition 8	*Aut-L	B-S	Borg	No	Own	DG	O	Own ½	4.71	Wo	Ben	Mech	——	Gem	S	55¾	Own	Bijur	17x6.50
Nash Am. Twin Ignition 8	*Aut-L	B-S	Borg	No	Own	DG	O	Own ½	4.50	Wo	Ben	Mech	——	Gem	S	57⅛	Own	Bijur	17x7.00
Oldsmobile Six	Del-R	No	Borg	Ben	Own	None	S	Own ½	4.56	Sp	Ben	Mech	——	Sag	S	24	Sil-U	Al-Z	17x5.50
Oldsmobile Eight	Del-R	—	Borg	Ben	Own	None	S	Own ½	4.56	Sp	Ben	Mech	——	Sag	S	54½	Sil-U	Al-Z	17x6.00
Packard Eight	*Dyn	B-S	Long	†Ben	Own	None	S	Own ½	4.36	Hy	Ben	Mech	B-K	Own	S	56	Own	Bijur	17x7.00
Packard Super Eight	*Dyn	B-S	Long	†Ben	Own	None	S	Own ½	4.69	Hy	Ben	Mech	B-K	Own	S	60½	Own	Bijur	17x7.00
Packard Twelve	*Dyn	B-S	Long	†Ben	Own	None	S	Own ½	4.69	Hy	Ben	Mech	B-K	Gem	S	60½	Own	Bijur	17x7.50
Pierce-Arrow 836	*Del-R	B-S	Long	No	Own	WG	U	Own F	4.29	Wo	SW	Mech	SWM	Ross	S	60	Fafnir	Myers	17x7.00
Pierce-Arrow 1236	*Del-R	B-S	Long	No	Own	WG	U	Own F	4.43	Wo	SW	Mech	SWM	Ross	S	60	Fafnir	Myers	17x7.00
Pierce-Arrow 1242-7	*Del-R	B-S	Long	No	Own	WG	S	Own ½	4.58	Hy	SW	Mech	SWM	Ross	S	61	Fafnir	Myers	17x7.50
Plymouth Six	Del-R	—	Borg	†Ben	Own	NP	—	Own ½	4.38	Sp	Lock	Hyd	——	——	S	53	Sil-U	Al-Z	17x5.25
Pontiac Straight Eight	*Del-R	D-St	Own	No	Own	None	O	Own ½	4.44	Sp	Own	Mech	——	Sag	S	24	††	Al-Z	16x6.00
Reo Flying Cloud	*Del-R	—	Own	No	Own	Own	U	Own ½	4.30	Sp	Lock	Hyd	——	Ross	S	55½	Sil-U	Al-Z	17x6.00
Reo Royale	*Del-R	—	Long	No	Own-A	None	O	Own ½	4.42	Sp	Lock	Hyd	——	Ross	S	57½	Own	Al-Z	18x6.50
Rockne Six Model 10	*Aut-L	B-S	Borg	No	WG	WG	M	Sal ½	4.55	Sp	Ben	Mech	None	Ross	S	54	Tryon	Al-Z	17x5.25
Studebaker 6-56	*Del-R	B-S	Long	No	Own	Own	M	Own ½	4.36	Sp	Ben	Mech	—	Ross	S	54	Fafnir	Al-Z	17x5.50
Studebaker Com. 8-73	*Del-R	B-S	Long	No	Own	Own	M	Own ½	4.36	Sp	Ben	Mech	B-K	Ross	S	54	Fafnir	Al-Z	17x6.00
Studebaker President 8-82	*Del-R	B-S	Long	No	Own	Own	U	Own ½	4.73	Sp	Ben	Mech	B-K	Ross	S	56	Fafnir	Al-Z	17x6.50
Studeb'r Pres. Spdw. 8-92	*Del-R	B-S	Borg	No	Own	Own	U	Own ½	4.31	Sp	Ben	Mech	B-K	Ross	S	60	Fafnir	Al-Z	17x7.00
Stutz LAA	*Del-R	—	Borg	No	DG	——	U	Sal ½	5.00	Wo	Lock	Hyd	B-K	Gem	S	60	Own	Bijur	19x6.50
Stutz SV-16	*Del-R	D-St	Long	Ben	Mun	——	M	Tim ½	4.75	Wo	Lock	Hyd	B-K	Gem	S	62¾	Own	Bijur	*18x7.00
Stutz DV-32	*Del-R	D-St	Long	Ben	Mun	——	M	Tim ½	4.50	Wo	Lock	Hyd	B-K	Gem	S	62¾	Own	Bijur	*18x7.00
Willys 77	*Aut-L	—	Own	No	Own	——	U	Own ½	4.40	Sp	Ben	Mech	——	——	Sag	S	46	Tryon	Al-Z	17x5.00
Willys 99	*Aut-L	—	Own	No	Own	WG	U	Own ½	4.30	Sp	Ben	Mech	——	Gem	S	51	Tryon	Al-Z	17x5.50

KEY TO SYMBOLS AND ABBREVIATIONS

Weight—‖Austin standard 2 passenger coupe. †5 sedan with wire wheels. *Nash 5 passenger sedan on the 132-inch wheelbase weighs 4,350; on the 142-inch wheelbase 4,510. *Stutz D. V. 145-inch wheelbase weighs 5,352 pounds. ‡‡Graham standard 8 sedan weighs 3500 with five wire wheels; custom 8 sedan 3,695 with five wire wheels. ‖‖Chevrolet, weight of 5-passenger coach.

Engine—Lyc, Lycoming Motors Corporation. ‖Floating power.

Cooling System—B & B, Bishop & Babcock; Dole, Dole Valve Company; Ful, Fulton Company; Har, Harrison Radiator Corporation; O-S, cooling by air, own automatic shutter; Th-Sy, Thermo-Syphon; Var, various makes.

Valve Arrangement—H, horizontal; L, L head; O, overhead.

Pistons (make or material)—Alum, aluminum alloy; *Alum, aluminum with invar struts; CI, cast iron; †CI, electroplated.

Oil Purifier—AC, AC Spark Plug Company; Cuno, Cuno Engineering Corporation; Han, Handy Cleaner Corporation; Pur, Purolator-Motor Improvements, Inc.; F, Float-O attachment, Taylor Sales Engineering Corporation.

Fuel Cleaner—AC, AC Spark Plug Company; Ste, Stewart Warner Corporation.

Air Cleaner—AC, AC Spark Plug Company; Bur, The Burgess Battery Company; Hol, Holley Carburetor Company; Mon, Monroe Auto Equipment Company; Un, United.

Carburetor—*B&B, Ball & Ball, designed by Chrysler and made by Carter Carburetor Company; Car, Carter Carburetor Company; DL, Detroit Lubricator Company; Mar, Marvel Carburetor Company; Str, Bendix Stromberg Carburetor Company; Til, Tillotson Mfg. Company; Zen, Zenith Detroit Company; *Equipped with automatic choke.

Carburetor Heat Control—Auto, automatic; Man, manual.

Camshaft Drive—Cel, Celeron; Link, Link Belt; Morse, Morse Chain Company; Tex, Textolite; Var-G, various gears.

Ignition System—Aut-L, Electric Auto Lite Company; Del-R, Delco Remy Corporation; Mal, Mallory Electric Company; NE, North East-Delco Appliance Corporation. *Twin ignition systems.

Generator and Starter—Aut-L, Electric Auto Lite Company; Del-R, Delco Remy Corporation; Dyn, Owen Dyneto Corporation. *Equipped with Bendix drive.

Automatic Starter—B-S, Bendix Startix; D-St, Delco Starterator. *Startix standard equipment on all 8-105 and 12-165 salon models and on custom models of 8-101 and 12-161 line.

Clutch—Borg, Borg & Beck; Br-L, Brown-Lipe Gear Company; Long, Long Mfg. Company; Rock, Rockford Drilling Machine Company; Russ, Russell Mfg. Company.

Automatic Clutch Control—Ben, Bendix Brake Company. †Bendix optional at extra cost.

Transmission Make—*All 3 speed. All synchronized mesh. DG, Detroit Gear and Machine Company; WG, Warner Gear Company; Mun, Muncie Products; Own-A, Automatic self-shifter.

Free Wheeling Make—LGS, LGS Mfg. Company; DG, Detroit Gear and Machine Company; WG, Warner Gear Company; NP, New Process Gear Company; †DG, optional at extra cost.

Universals—M, Mechanics Universal Joint Company; O, Own; S, Spicer Mfg. Company; U, Universal Products Company.

Rear Axle—Col, Columbia Axle Company; NP, New Process Gear Company; Sal, Salisbury Axle Company; Tim, Timken Detroit Axle Company; ½, semi-floating; ¾, three-quarter floating; F, full floating.

Type Final Drive—Hy, hypoid; Sp, spiral bevel; wo, worm.

Brakes Make—Lock, Lockheed Hydraulic Brake Company; Ben, Bendix Brake Company; Mid, Midland Steel Products Company; SW, Stewart Warner Corporation;

Type—Hyd, hydraulic; Mech, mechanical. **Amplifier**—SWM, Stewart Warner mechanical; B-K — Bragg-Kleisrath vacuum booster.

Steering Gear Make—Gem, Gemmer Mfg. Company; Ross, Ross Gear and Tool Company; Sag, Saginaw Products Company.

Springs, Rear—Cant, cantilever; Cant-2, double cantilever; F, full-elliptic; S, semi-elliptic; S-Tr, semi-transverse.

Spring Shackles—Eat, Eaton Axle and Spring Company; Faf, Fafnir Bearing Company; Rub, Rubber Shock Insulator Company; Sil-U, Pressed Metals of America, Inc.; Tryon, Sayre Bolt Co. **Using both Fafnir and Rub. ‡‡Front, rubber; rear, steel.

Chassis Lubrication—Bijur Lubricating Corporation; Al-Z, Alemite Zerk, Alemite Mfg. Company; Alem, Alemite Mfg. Company; Myers, Myers Chassis Lubricating Company.

Tires—Stutz 145-inch wheelbase models have 20x7.00.

Dealer Activties

(Continued from Page 3)

tional Activities Commission, according to a communication coming from President F. W. A. Vesper.

* * *

Several office changes have been made at the Ormsby Chevrolet Company, the P. B. X. board being moved to the first floor, with Mrs. Teddy Gillette in charge. Mrs. Grace Johnson has been moved from the service department to the front office, and Miss Alice Mae Vanraub has taken Mrs. Johnson's place

* * *

The Yantis Motor Company, Inc., has been appointed De Soto and Plymouth dealer. This gives De Soto an excellent representation in this city, R. S. Yantis, proprietor, having been associated with the sale of automobiles in this city for the past twenty-one years. He was a former Ford dealer, giving up this line about a year ago to become an exclusive used car organization. This will also give Plymouth three dealerships here, the other two being Embleton Motor Company and Baker Motor Company.

* * *

New car sales for the first ten days of May indicate a continued increase in sales, as predicted last month. Sales for ten days were 144 cars and 21 trucks, an increase of 33 cars and 9 trucks over the same period for April.

* * *

Dealers of Southwest Texas were guests of the Orsinger Motor Company here Thursday, May 11, when a national radio program, sponsored by the Hudson Motor Car Company, gave details of the new Special Six Terraplane. Keen enthusiasm was expressed by the dealers under this distributorship, according to Ward Orsinger, member of the firm.

* * *

George F. Wroten, former member of the firm which had distribution of Dodge motor cars here a number of years ago, and more recently connected with the Baker Motor Company, Dodge and Plymouth, has secured the franchise for these two cars at Harlingen where he has established a dealership.

* * *

Richard Brooks, 309 W. 6th St., Austin, has been appointed dealer for Hudson-Essex, by Orsinger Motor Company, distributors for this territory. Packards will also be handled by Mr. Brooks in addition to the aforementioned lines.

* * *

Joe Gardner and A. W. Patton have been added to the sales organization of the Milam Chevrolet Company.

* * *

Roy D. Henderson, secretary of Baker Motor Company, Dodge and Plymouth, has returned to his desk following a serious illness which confined him to his home for six weeks.

CLASSIFIED ADVERTISEMENTS IN THE AUTOMOTIVE DAILY NEWS BRING RESULTS

Production—Engineering—Factory

Edited by Herbert Chase

ENGINEERING FACTS ABOUT ALCOHOL FUEL BLENDS

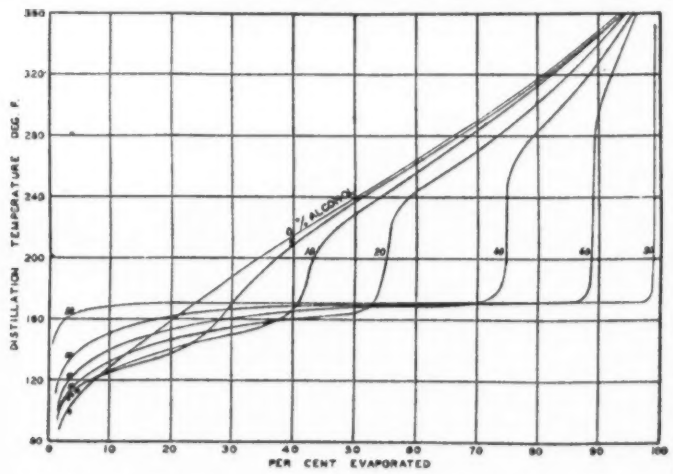
By GEORGE GRANGER BROWN
University of Michigan

(Extracts from a paper presented before the American Petroleum Institute, Tulsa, Okla., May 18, 1933.)

The peculiar relationship in the volatility of water-alcohol mixtures should be mentioned, because of a similar peculiarity which is evidenced in alcohol-gasoline mixtures. Although pure alcohol boils at 170 degrees Fahrenheit and water boils at 212 degrees Fahrenheit, a mixture containing 95 per cent. alcohol and 5 per cent. water boils at a lower temperature than either of the pure substances; so that the volatility of anhydrous (or absolute) alcohol is increased by adding up to about 5 per cent. of water—a less volatile substance. Greater additions of water decrease the volatility or raise the boiling point.

Much the same condition is encountered when blending alcohol with most gasolines; the starting volatility of the gasoline is generally increased by adding up to about 5 or 10 per cent of grain alcohol. Larger additions of alcohol to gasoline uniformly decrease the volatility or increase the temperature of initial vaporization of the blend.

Fig. 1, which shows the A.S.T.M. distillation curves of different blends of alcohol with gasoline, indicates how the addition of about 5 per cent of alcohol increases the volatility at the 10-per-cent point, but that larger additions of alcohol rapidly raise the 10-per-cent point until it reaches the boiling point of alcohol for those blends containing large percentages of alcohol.



A.S.T.M. Distillation of Blends of Absolute Alcohol and Gasoline.

FIG. 1

These data are given to indicate one of the many sources of confusion in reporting the effect of alcohol in motor fuel. Some observers find no difficulty in starting with 5- or 10-per-cent alcohol blends, while other observers report extreme difficulty in starting cold engines on alcohol fuels. The observations may be correct in both cases—the difference being due to the different percentage of alcohol in the blend, or possibly to different atmospheric temperatures or characteristics of gasoline used.

Road testing is a particularly difficult procedure, and extreme care must be taken to have all conditions exactly the same when making comparative tests on different fuels. Unless conducted by trained observers and all pertinent data reported, such tests should usually be ignored insofar as mileage, power, and acceleration are concerned.

The heating value of pure anhydrous alcohol is about 84,000 B.t.u. per gal., as compared with about 126,000 B.t.u. per gallon for representative gasoline. Alcohol requires much less air for complete combustion—about 9 lb. of anhydrous alcohol, as compared with about 15 lb. of air for 1 lb. of gasoline. For this reason, and in spite of the low heating value of alcohol, it is possible by supplying the engine with a richer mixture to develop almost as much energy by the combustion of alcohol-air mixture as by the combustion of an equal volume of gasoline-air mixture. Ricardo gives the total energy liberated by combustion of 1 cu. in. of mixture, giving complete combustion as 47.39 ft-lb. for 98.5-per-cent. alcohol, and 48.4 ft-lb. in the case of a gasoline-air mixture.

The latent heat of vaporization of alcohol is almost three times that for the vaporization of gasoline. For this reason the temperature of the mixture delivered to the cylinder is usually lower when using alcohol as a fuel, and this largely compensates for the discrepancy in the amount of energy that may be liberated per cubic inch of mixture—with the result that the power output of an engine is practically the same whether gasoline or alcohol-gasoline blends are used, provided the carburetor and spark are properly adjusted to give the maximum power.

If carburetor adjustment is not made, a relatively leaner mixture will be supplied with alcohol blends are usually based on comparative tests in which the carburetor had not been properly adjusted, or is so designed as to be incapable of properly handling the alcohol blend. Observations that power output is increased are based on tests in which the carburetor was set for an over-rich mixture of gasoline. Proper adjustment of the carburetor must be made if best results are to be obtained.

The available energy in a gallon of gasoline is approximately 50 per cent. more than in a gallon of alcohol. This means a 50-per cent. increase in fuel consumption (or a 35-per cent. decrease in mileage) for the use of pure alcohol as compared with the use of gasoline. According to authorities:

(To be continued.)

CLASSIFIED ADVERTISEMENTS IN THE AUTOMOTIVE DAILY NEWS BRING RESULTS

Ford Power Take-Off

A recent model of power take-off for Ford Model A and B cars and AA trucks is now being offered by Hens Manufacturing Company, New Holstein, Wis. In this take-off there is completely housed a set of four-inch mitre gears, four Timken roller bearings and other working parts requiring continuous lubrication. The belt pulley measures 6x6 inches and turns at engine speed.

The installation of a special fan pulley to the crankshaft has been greatly simplified. The complete unit, it is claimed, can be installed in approximately three hours.

Three keys held in place by a retainer washer and cap screw hold the new fan pulley securely in place. A square hole in the end of this pulley accommodates the square headed end of the drive shaft from the power take-off.

Adjustments in the take-off support bring the unit into perfect alignment. Once made the entire take-off can be attached or detached in five minutes, it is claimed.

The regular Ford crank ratchet, removed when the replacing pulley is attached, is inserted in the front end of the take-off where it provides engine cranking accommodations.

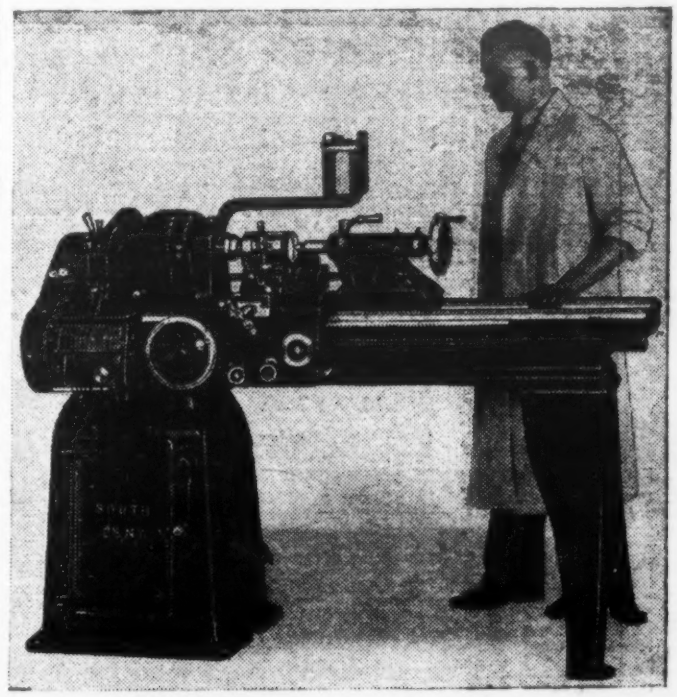
This equipment is made in two models selling as low as $18.50.

AN EASILY CHANGED GREASE GUN BARREL

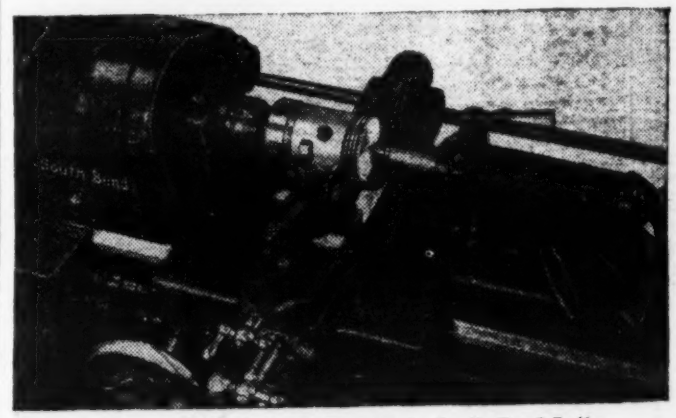
A reduction in the time required to refill the barrel of a grease gun is afforded by the "breech-lock" barrel construction recently patented. A one-eighth turn instantly detaches the barrel from the head of the power unit of the gun. Another one-eighth turn and it is again attached. The seal created by this simple operation is said to be even tighter than that provided by threaded connections.

Patents covering this feature have been assigned to the Aro Equipment Corporation, Bryan, O.

Cam Piston Finishing Lathe



South Bend Cam-type Piston Finishing Lathe



Set-up of Piston for Cam Turning in South Bend Lathe

Those repair shops handling piston replacement work have been confronted with a growing problem since the gradual adoption of out-of-round pistons by a majority of the automobile, bus and truck makers. A new South Bend cam-type piston finishing lathe has recently been developed to meet this situation, and is shown in accompanying illustrations.

Its manufacturers claim that it will finish all makes and types of pistons to any dimensions, whether cast iron, aluminum or alloy, in the former conventional round shape, with straight relief or in any of the newer cam-shaped designs. Set-ups are said to be simple and the change from finishing round pistons to finishing cam-shaped pistons is claimed to require less than two minutes. A tool tipped with tungsten carbide is used for the finishing, and remarkable speed is claimed.

In addition to handling piston finishing, the machine will handle general lathe work, including turning, facing, drilling, boring, reaming, screw-thread cutting and taper turning. Prices range from $407 to $977. The lathe is made by the South Bend Lathe Works, South Bend, Ind.

PERTINENT POKES and PARRIES

By HERBERT CHASE, Engineering Editor — BY READERS

Cylinder Porting

By individual cylinder ports mentioned in my letter in your "Pertinent Pokes" column of your May 19 issue I mean a port for each intake valve. For example, in a four-cylinder engine the most common construction is to have two ports in the cylinder block siamesed inside the block; in a six-cylinder engine the two most common constructions are the so-called three-port with two valves siamesed on each port and the two-port type where part of the manifold branches are inclosed inside of the cylinder; and in a line "eight" common practice is to provide four ports with two intake valves siamesed on each individual port. Thus it can be seen that most existing systems of manifolding involve siamesing of intake-valve ports. This practice has been used by us and is still used in a great many of our engines. There are, of course, a number of advantages to it. On the other hand, we have found that, by providing each intake valve with its own port, so that the gas passages to the individual cylinders split a considerable distance away from the valve, we obtain advantages in volumetric efficiency and overcome certain difficulties by overlapping valve events.

As an example of the benefits to be derived from this system I might cite our Ace engine, a six-cylinder L-head engine with 214.7 cubic inch displacement, which develops a brake mean effective pressure of 109 pound per square inch with a compression ratio of only 5.15. The maximum torque is developed at a speed of 1,000 r.p.m. and is well maintained down to 750 r.p.m. The brake horsepower obtained is 85 at 3,500 r.p.m. The valve timing, as well as the compression ratio, is quite conservative, and performance at neither end of the range has been sacrificed to obtain unusual output at the other end.

LEWIS P. KALB,
Chief Engineer, Continental Motors Corporation.

WILLYS PACIFIC PLANT ON SIX-DAY BASIS

NLos Angeles, May 23.—Willys Overland Pacific Company of Los Angeles has increased local plant operation from part time schedule to six-day working basis, according to officials. L. A. Miller, president, recently arrived here from Toledo, O., to arrange details of increased operations. Approximately 300 men are now employed at the plant.

SCHEDULES INCREASED

Montreal, May 23.—General Motors of Canada announced today that production schedules had been increased by 1,600 car units for June and July, over the previously contemplated midsummer schedule.

ROLLER BEARING CO. HOLDS CONFERENCE

Trenton, N. J., May 23.—Edward C. Gainsborg, service manager of the Roller Bearing Company of America, announces that district managers of the company, from as far south as Texas and as far west as Chicago, are meeting here for a four-day conference. The gathering will begin with luncheon today at the Hotel Hildebrecht, and meetings will be held at the hotel and at the local plant of the concern on Whitehead Road.